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The City of Sunnyvale, California

Report of Results

2007



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SURVEY BACKGROUND

About The National Citizen Survey™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically re-weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Sunnyvale staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Sunnyvale staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 1,200 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 25 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 340 residents, for a response rate of 29%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 340 residents is generally no greater than plus or minus 5 percentage points around any given percent reported for the entire sample.

The results were weighted to reflect the demographic profile of all residents in the City of Sunnyvale. (For more information on the survey methodology, see Appendix B. A copy of the survey materials can be found in Appendix C.)

Survey Validity

The question of survey validity has two parts: 1) how can we be confident that the results from our sample are representative of the results we would have gotten had we administered the survey to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, we use the best survey research practices for the resources spent to assure that the results from the sample reflect the opinions of residents in the entire jurisdiction. These practices include:

1. Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent.
2. Selecting households at random within the jurisdiction.
3. Over-sampling attached units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
4. Selecting the respondent within the household using an unbiased sampling procedure¹.

¹ The birthday method requests that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.

5. Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
6. Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member.
7. Providing a self-addressed, postage-paid return envelope.
8. Offering the survey in Spanish when appropriate and requested by City officials.
9. Using the most recent available information about the characteristics of jurisdiction residents to re-weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g. reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), her confidence that she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g. driving habits), reported intentions to behave with observed future behavior (e.g. voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g. feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g. family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street

repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of fire fighters, breadth of services and training provided). Whether some research confirms or disconfirms that relationship between what residents think about a community and what can be seen “objectively” in a community, we have argued that resident opinion is a perspective that cannot be ignored by government administrators. Elsewhere we have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity is one we did not want to dismiss because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, we have found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A.

However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For two of the items related to crime victimization and crime reporting, “don’t know” responses were not removed. These questions were not evaluative; rather, respondents were asked if they or any member of their household had been a victim of a crime within the last year. If they were, they were then asked whether the crime had been reported to police.

Putting Evaluations Onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 5 points based on all respondents.

Interpreting Comparisons to Previous Years

This report contains comparisons with prior years’ results; found primarily in the graphic representations of the data. In these graphs, data from 2007 are compared to data from 2002, 2003 and 2005, where applicable. The 2002, 2003 and 2005 data have also been converted to a 100-point scale, and statistical adjustments made to allow fair comparisons between 2002, 2003, 2005 and the 2007 data. The table following a graph contains 2007 data only, and is titled accordingly. Differences between years can be considered “statistically significant” if they are greater than 5 percentage points or 3 points on a 100 point scale.

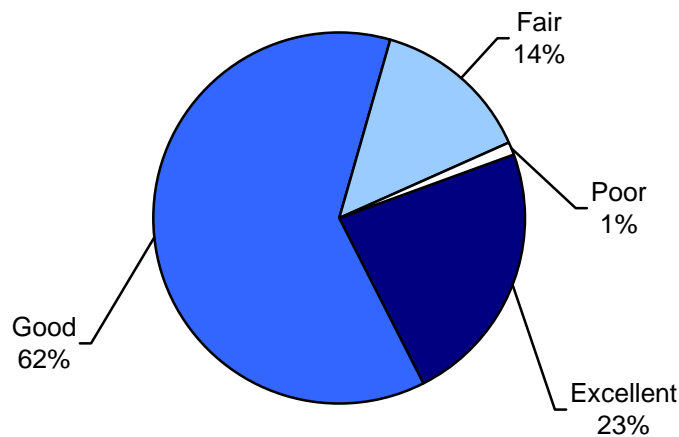
COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Sunnyvale. They also evaluated characteristics of the community, and gave their perceptions of safety in the City of Sunnyvale. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Sunnyvale.

Quality of Life

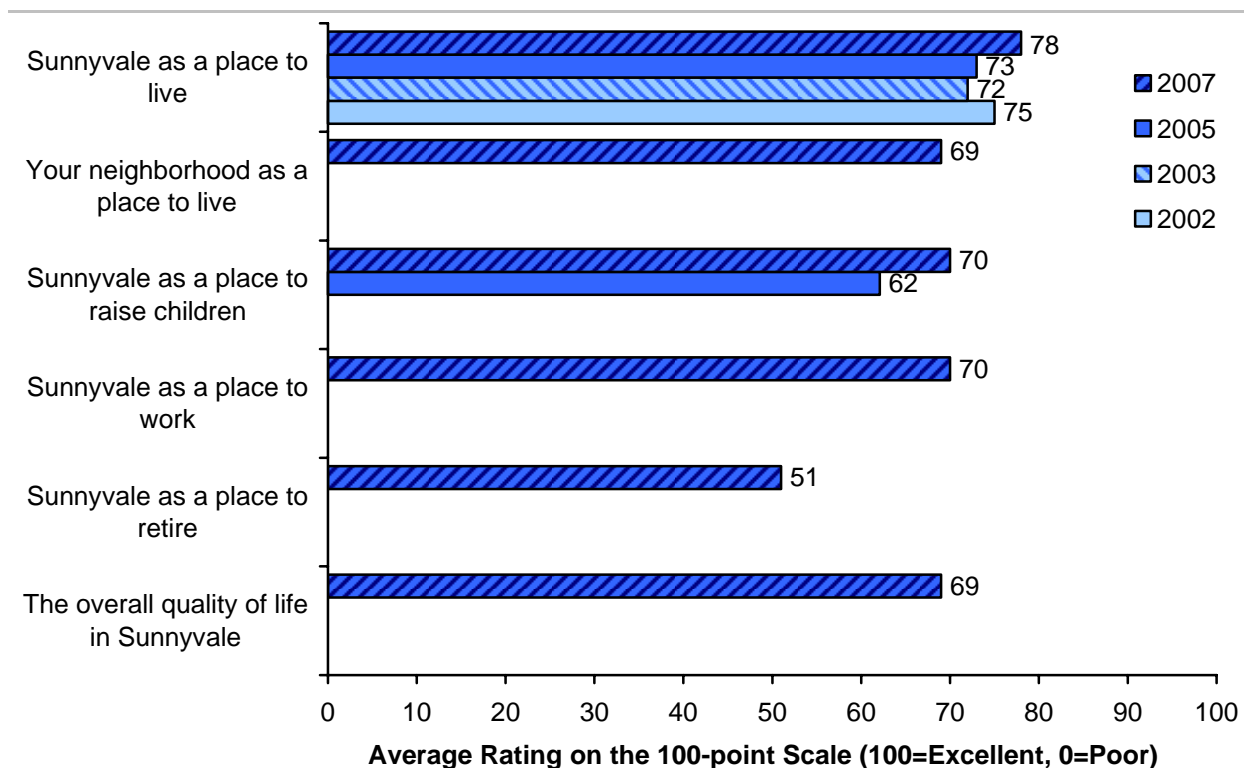
When asked to rate the overall quality of life in Sunnyvale, 23% of respondents thought it was “excellent.” Only 1% rated overall quality of life as “poor.”

Figure 1: Overall Quality of Life in Sunnyvale



The average rating of Sunnyvale as a place to live on a 100-point scale was 75 in 2002, 72 in 2003 and 73 in 2005. In 2007, the rating was 78. Other ratings can be seen in the charts below.

Figure 2: Quality of Life Ratings



2007 Quality of Life Ratings

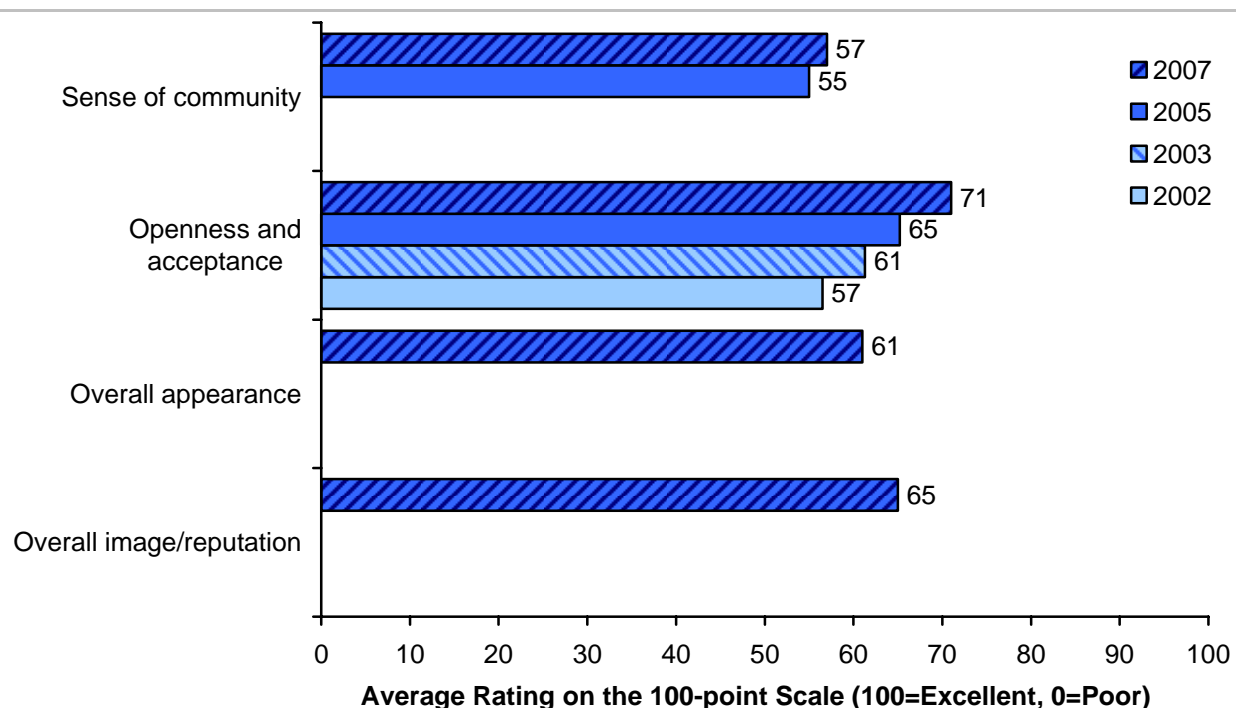
	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
How do you rate Sunnyvale as a place to live?	40%	53%	6%	1%	100%	78
How do you rate your neighborhood as a place to live?	27%	57%	13%	3%	100%	69
How do you rate Sunnyvale as a place to raise children?	31%	50%	18%	1%	100%	70
How do you rate Sunnyvale as a place to work?	29%	56%	13%	3%	100%	70
How do you rate Sunnyvale as a place to retire?	16%	34%	40%	11%	100%	51
How do you rate the overall quality of life in Sunnyvale?	23%	62%	14%	1%	100%	69

Note: "don't know" responses have been removed.

Ratings of Community Characteristics in Sunnyvale

In 2007, the highest rated characteristics of Sunnyvale were openness and acceptance, overall image/reputation, and overall appearance. Average ratings given to all the characteristics are shown in Figures 3 and 4.

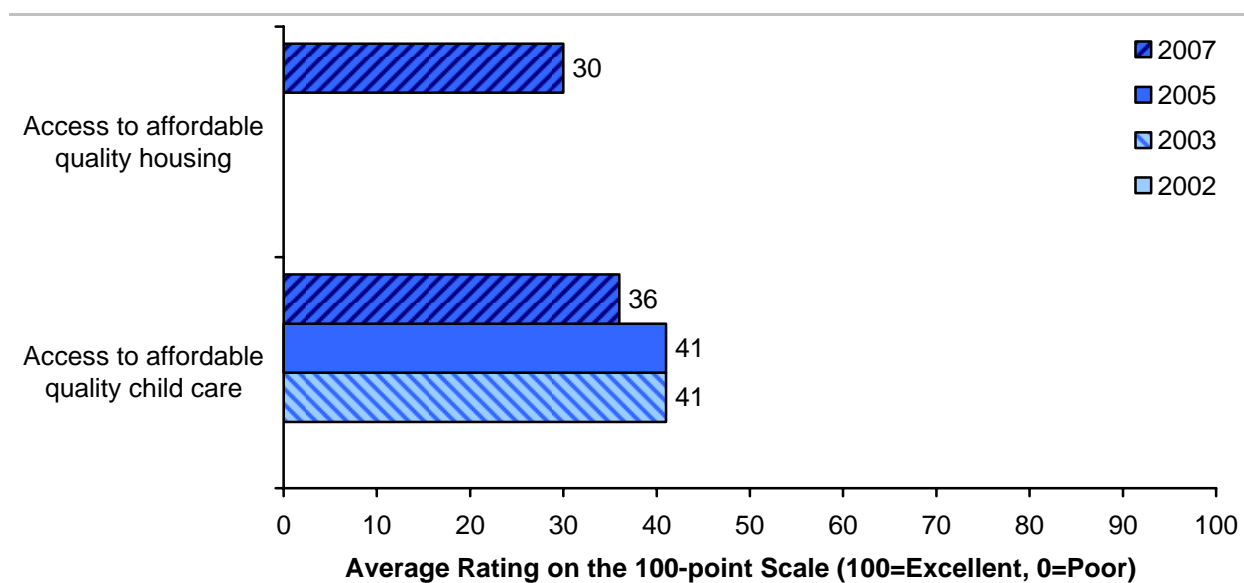
Figure 3: Characteristics of the Community: General and Opportunities



2007 Characteristics of the Community: General and Opportunities

Please rate each of the following characteristics as they relate to Sunnyvale as a whole:					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Sense of community	11%	53%	29%	7%	100%	57
Openness and acceptance of the community towards people of diverse backgrounds	28%	57%	13%	2%	100%	71
Overall appearance of Sunnyvale	14%	58%	25%	3%	100%	61
Overall image/reputation of Sunnyvale	16%	64%	20%	1%	100%	65

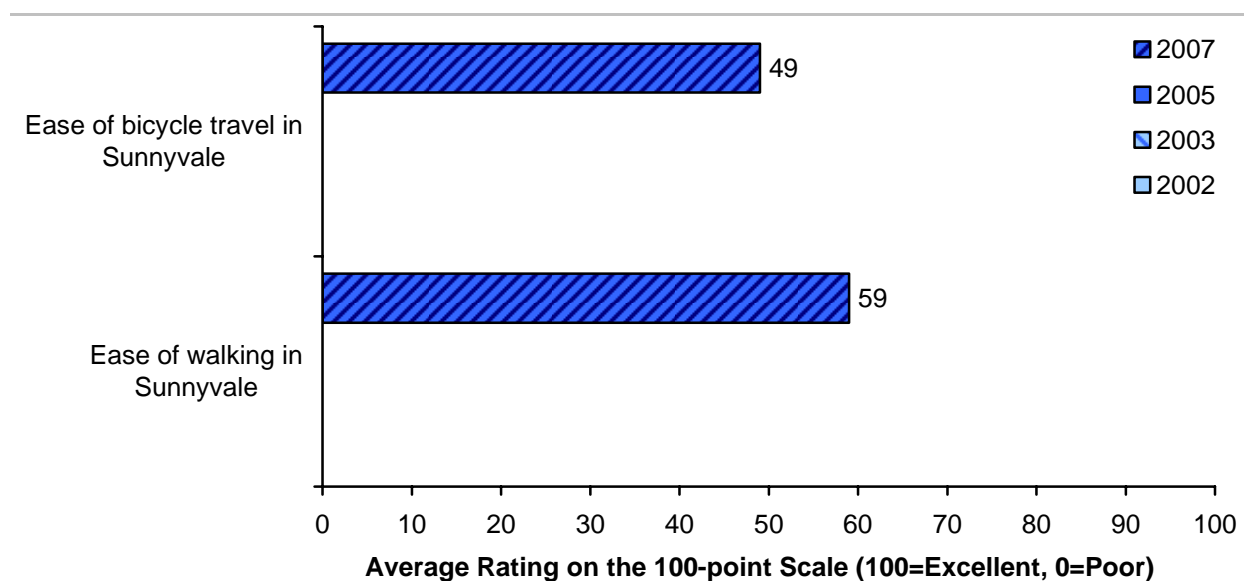
Note: "don't know" responses have been removed.

Figure 4: Characteristics of the Community: Access

2007 Characteristics of the Community: Access

Please rate each of the following characteristics as they relate to Sunnyvale as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Access to affordable quality housing	3%	20%	41%	36%	100%	30
Access to affordable quality child care	5%	26%	42%	27%	100%	36

Note: "don't know" responses have been removed.

Figure 5: Characteristics of the Community: Mobility



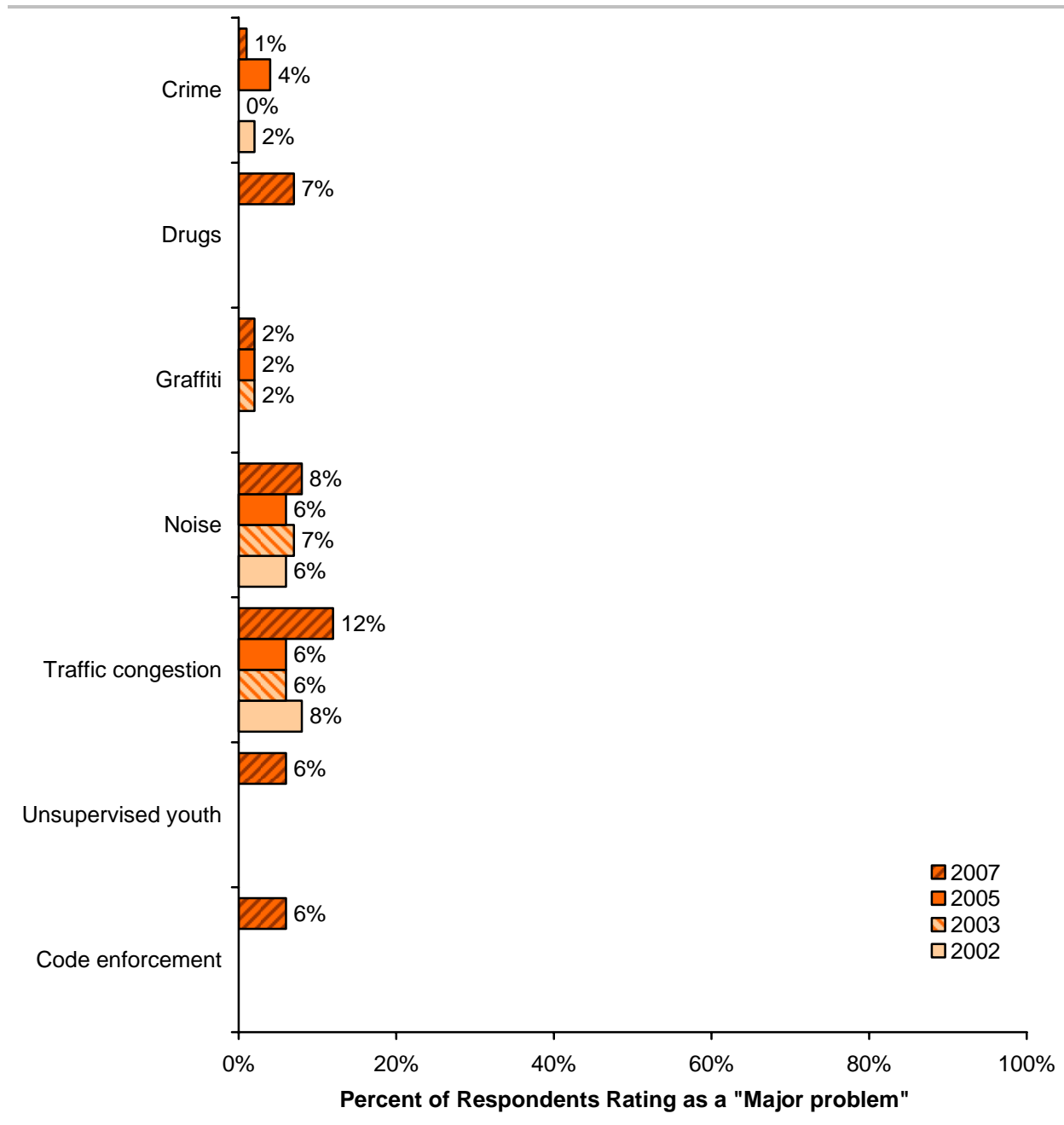
2007 Characteristics of the Community: Mobility

Please rate each of the following characteristics as they relate to Sunnyvale as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Ease of bicycle travel in Sunnyvale	10%	41%	36%	13%	100%	49
Ease of walking in Sunnyvale	15%	53%	25%	6%	100%	59

Note: "don't know" responses have been removed.

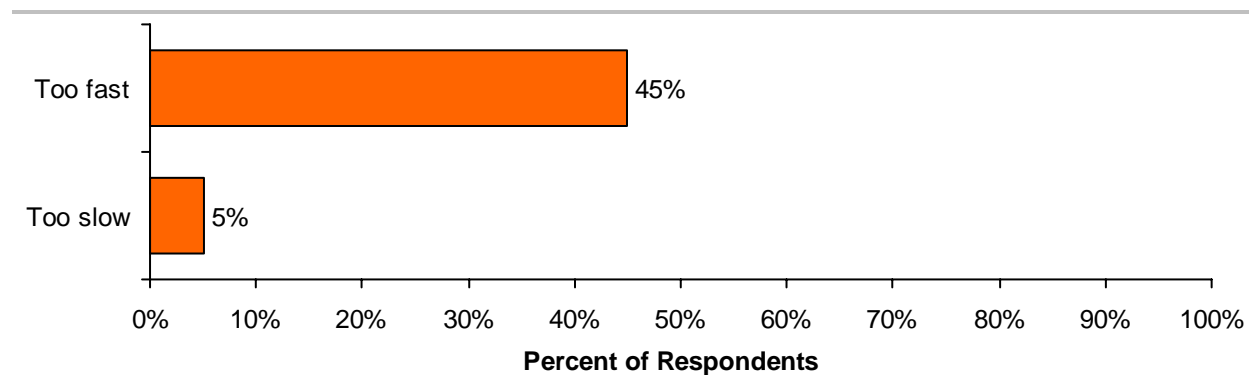
When asked about potential problems in Sunnyvale, the three concerns rated by the highest proportion of respondents as a “major problem” in 2007 were traffic congestion, noise, and drugs. In 2007 12% rated traffic congestion as a “major problem” compared to 8% in 2002 and 6% in 2003 and 2005.

Figure 6: Ratings of Potential Problems in Sunnyvale



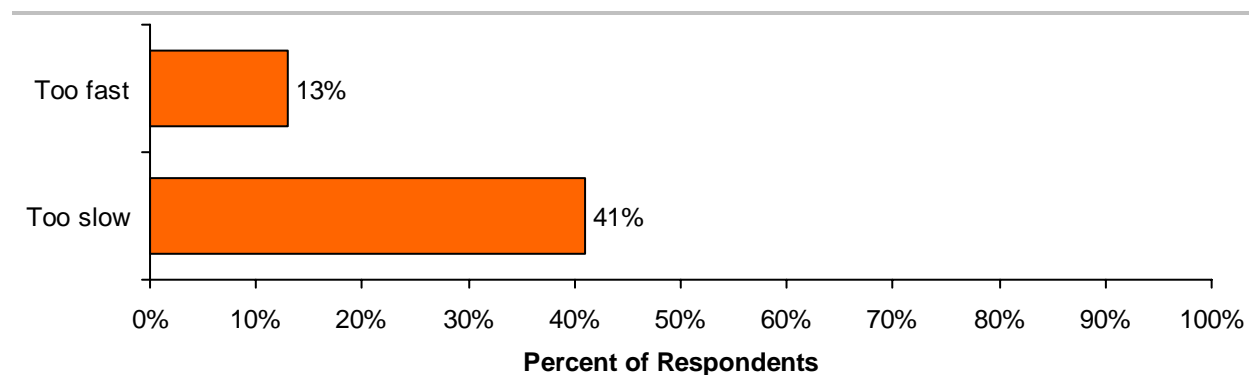
In 2007, the rate of population growth in Sunnyvale was viewed as “too fast” by 45% of respondents, while 5% thought it was “too slow.”

Figure 7a: Ratings of Population Growth by Year in Sunnyvale



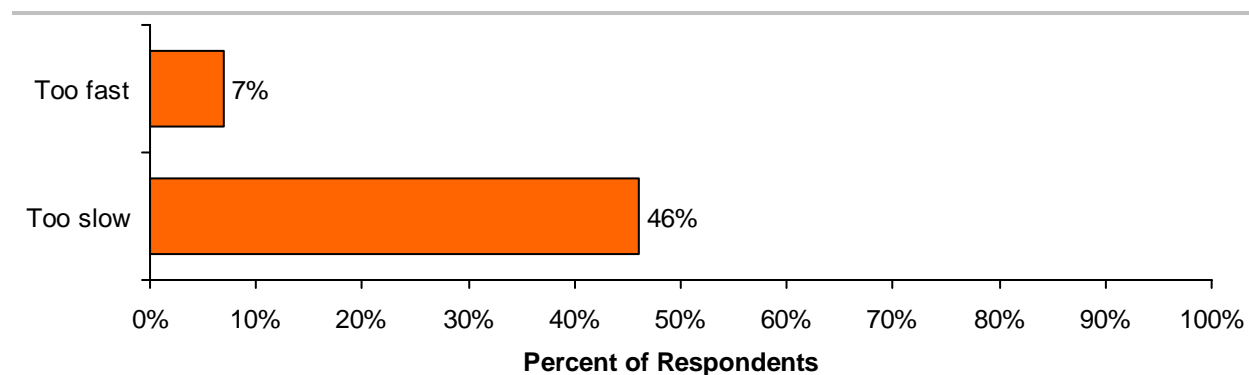
Note: Responses of “neither too fast nor too slow” were omitted.

Figure 7b: Ratings of Retail Growth by Year in Sunnyvale



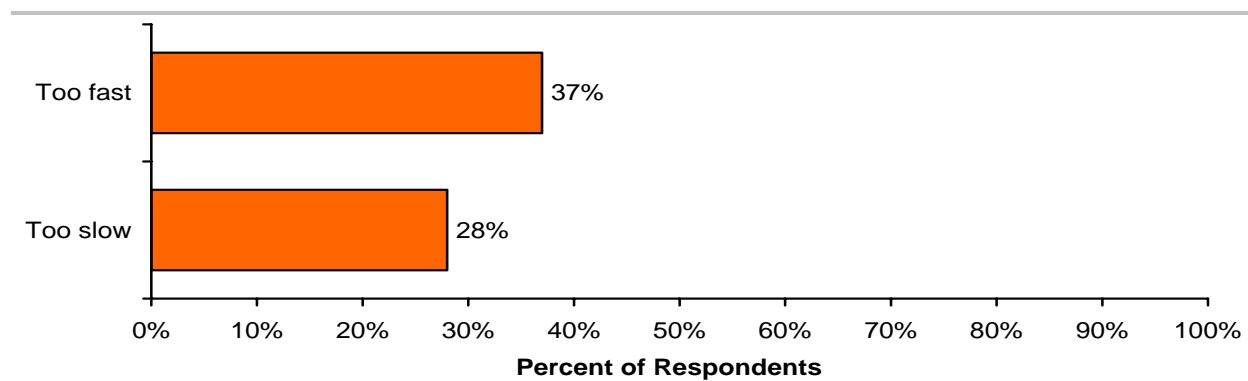
Note: Responses of “neither too fast nor too slow” were omitted.

Figure 7c: Ratings of Jobs Growth by Year in Sunnyvale



Note: Responses of “neither too fast nor too slow” were omitted.

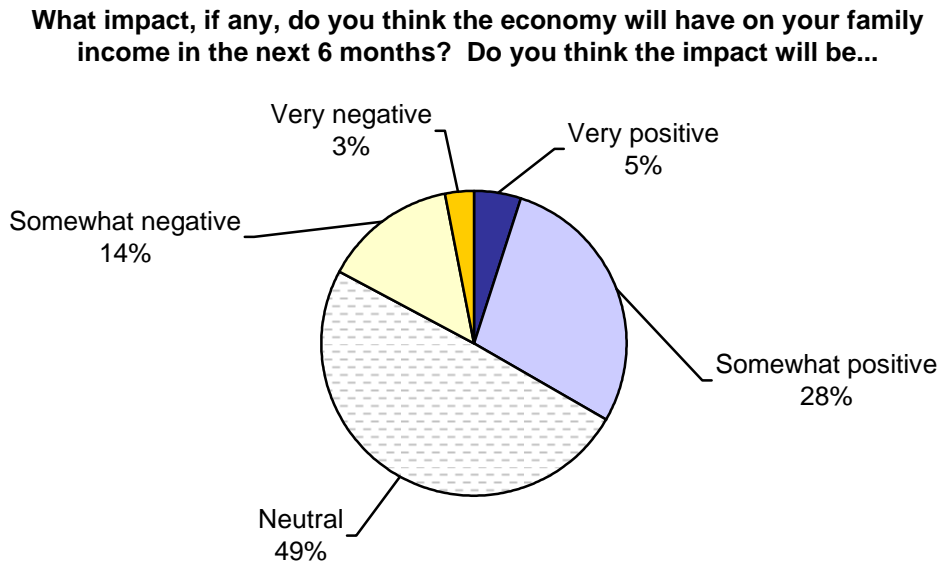
Figure 7c: Ratings of Housing growth by Year in Sunnyvale



Note: Responses of “neither too fast nor too slow” were omitted.

In 2007, 33% of respondents felt the impact of the economy would be positive on their family income in the next 12 months, while 17% felt it would be negative.

Figure 8: 2007 Perceptions of Economy



Perceptions of Safety

When evaluating safety in the community, 88% of respondents felt “somewhat” or “very safe” from violent crimes in Sunnyvale in 2007. In their neighborhood after dark, 77% of survey participants felt “somewhat” or “very safe” in 2007, compared to 77% in 2002, 76% in 2003 and 80% in 2005.

In 2007, as assessed by the survey, 8% of households reported that at least one member had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime in 2007, 75% had reported it to police.

Figure 9: Ratings of Safety from Various Problems in Sunnyvale by Year

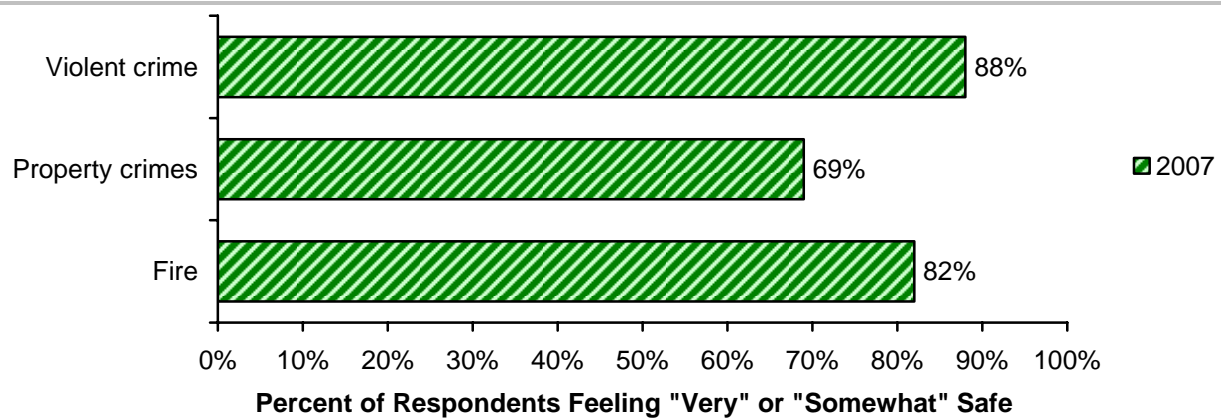
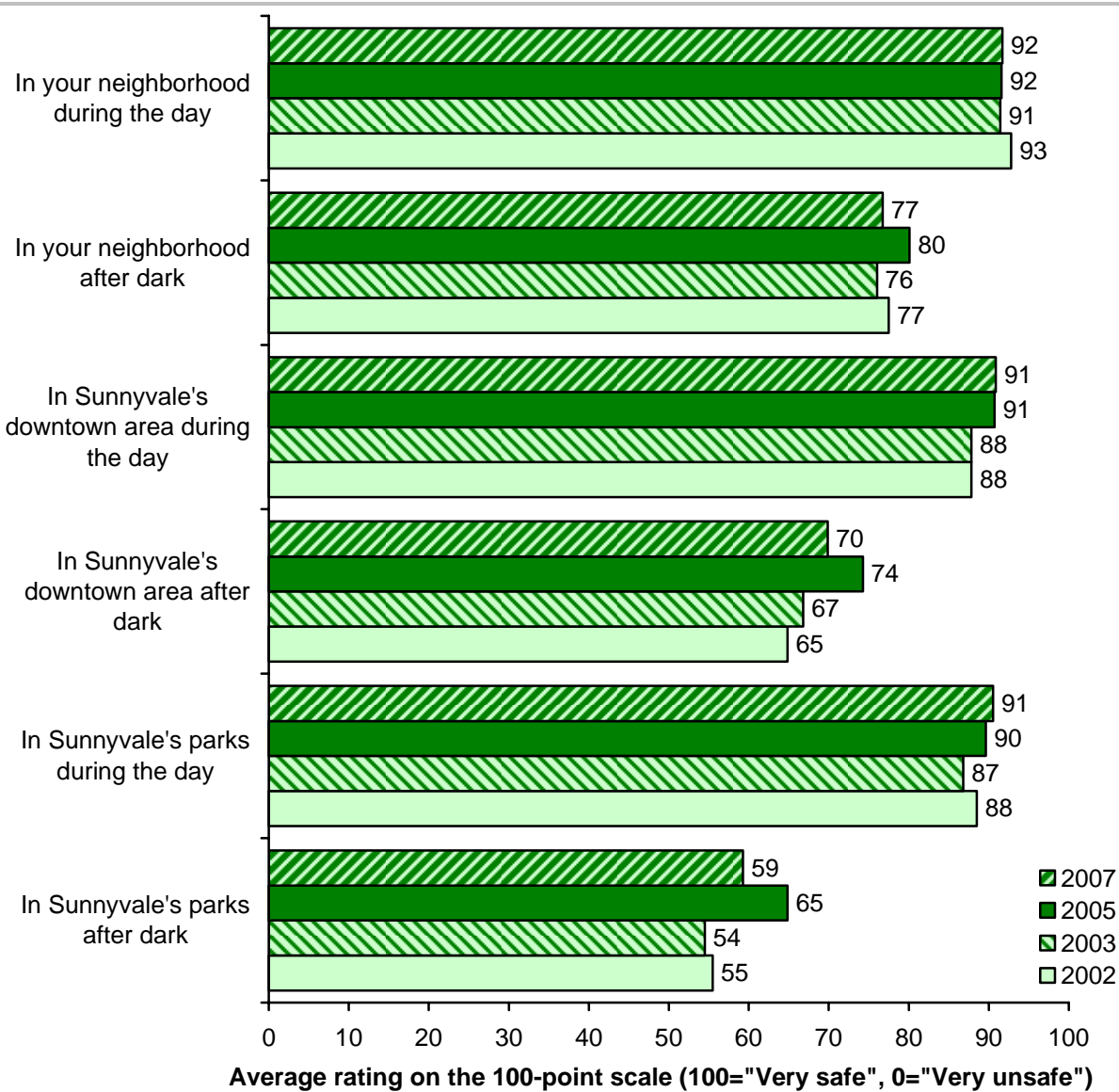


Figure 10: Ratings of Safety in Various Areas in Sunnyvale by Year²



² Scale used by Sunnyvale prior to 2007 was "very safe", "fairly safe", "not very safe", or "not safe at all". Percents for 2002-2005 combine "very safe" and "fairly safe".

2007 Ratings of Feelings of Safety

Please rate how safe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total	Average rating on a 100-point scale (100=Very safe, 0=Very unsafe)
In your neighborhood during the day	73%	22%	3%	1%	1%	100%	92
In your neighborhood after dark	34%	48%	9%	6%	2%	100%	77
In Sunnyvale's downtown area during the day	71%	24%	4%	1%	1%	100%	91
In Sunnyvale's downtown area after dark	24%	44%	21%	9%	2%	100%	70
In Sunnyvale's parks during the day	68%	27%	5%	0%	0%	100%	91
In Sunnyvale's parks after dark	15%	37%	24%	20%	4%	100%	59
Note: "don't know" responses have been removed.							

Figure 11: 2007 Percent of Respondents' Households That Were Victim of a Crime in the Last 12 Months

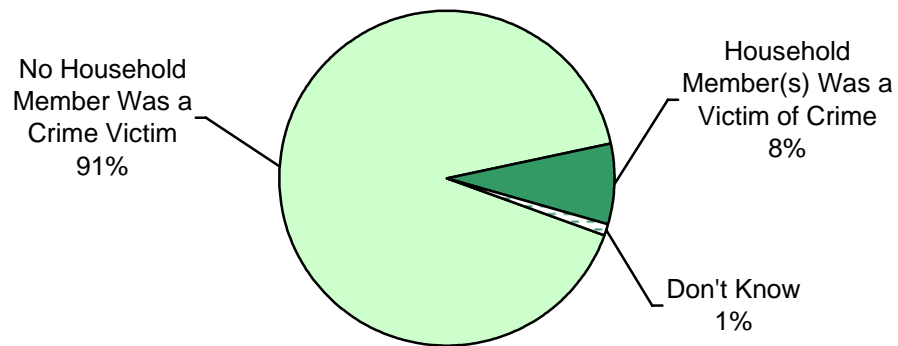
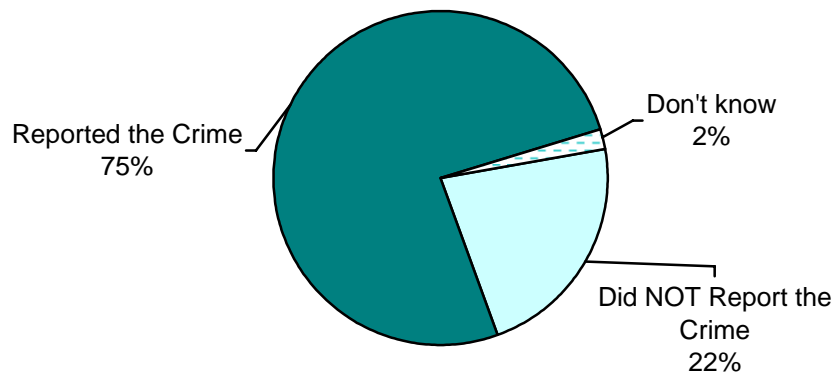


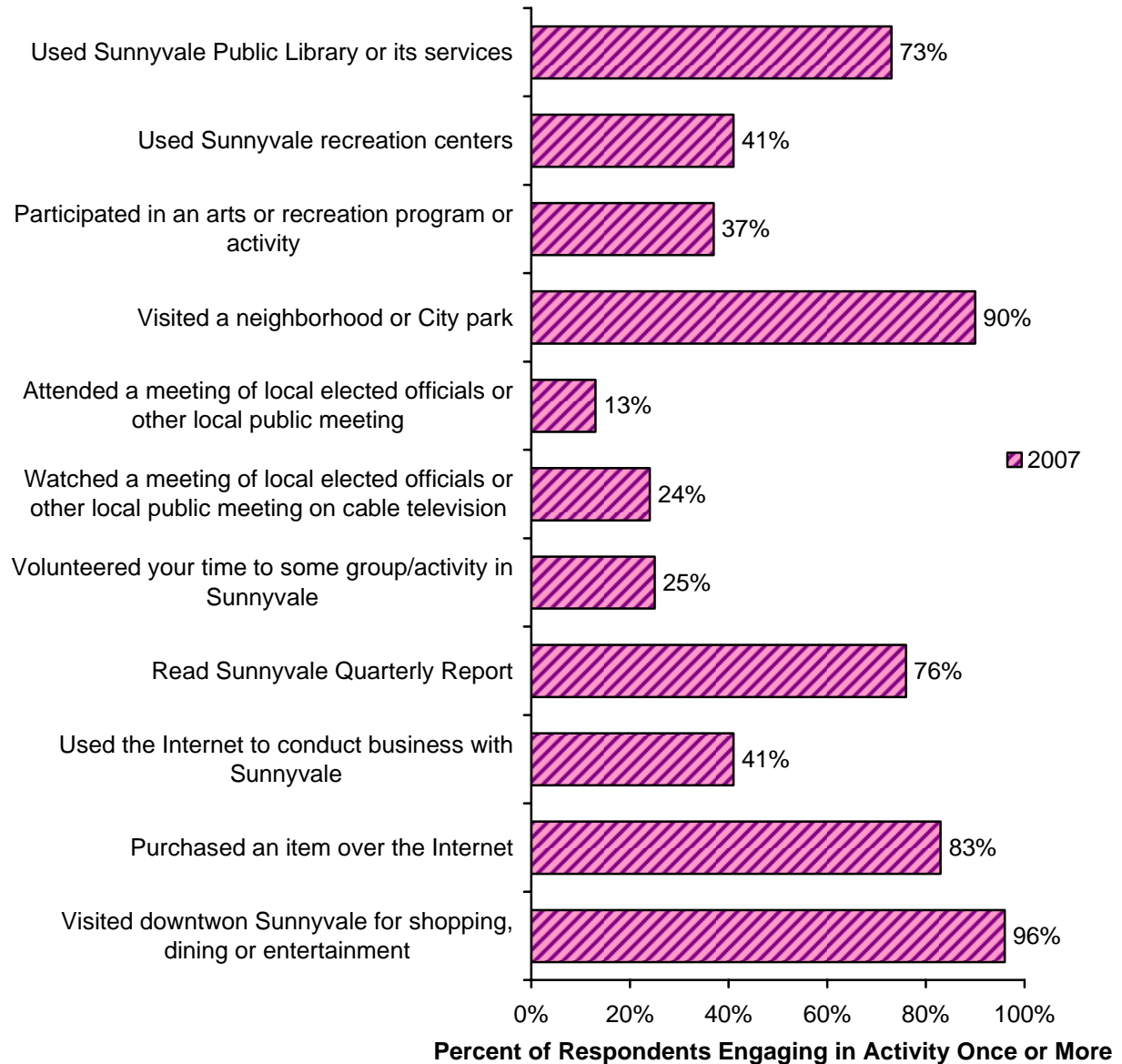
Figure 12: 2007 Percent of Respondents' Households That Were Victim of a Crime Who Reported the Crime



Community Participation

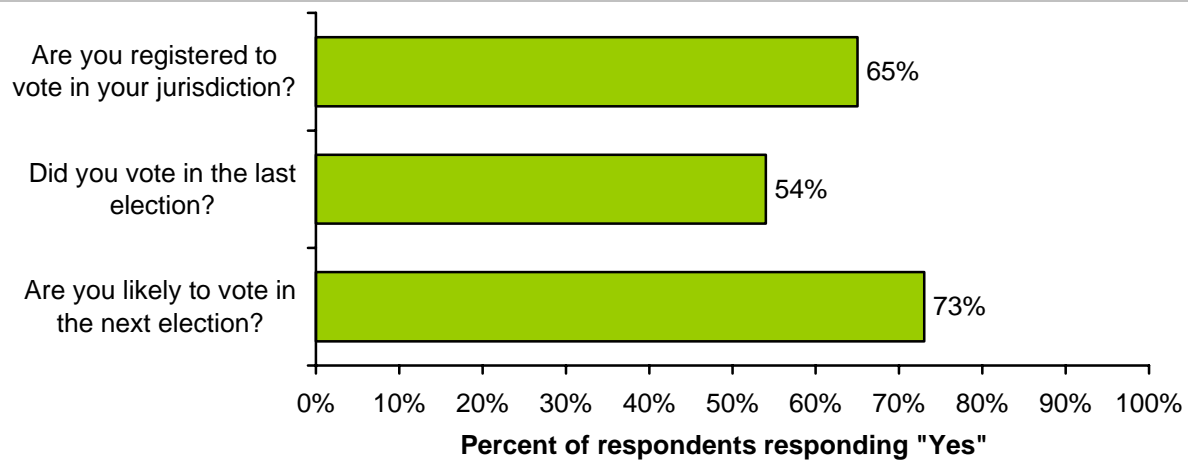
Participation in the civic, social and economic life of Sunnyvale during the past year was assessed on the survey. The proportion of respondents engaging in various activities is shown in the chart below. Among those completing the questionnaire in 2007, 25% reported volunteering in the past year. Voter status was also estimated, and is shown on the next page.³

Figure 13: 2007 Percent of Respondents Engaging in Various Activities in Sunnyvale in the Last 12



³ In general on a survey, a greater proportion of people will report having voted, than actual voting records verify.

Figure 14: 2007 Voter Status and Activity



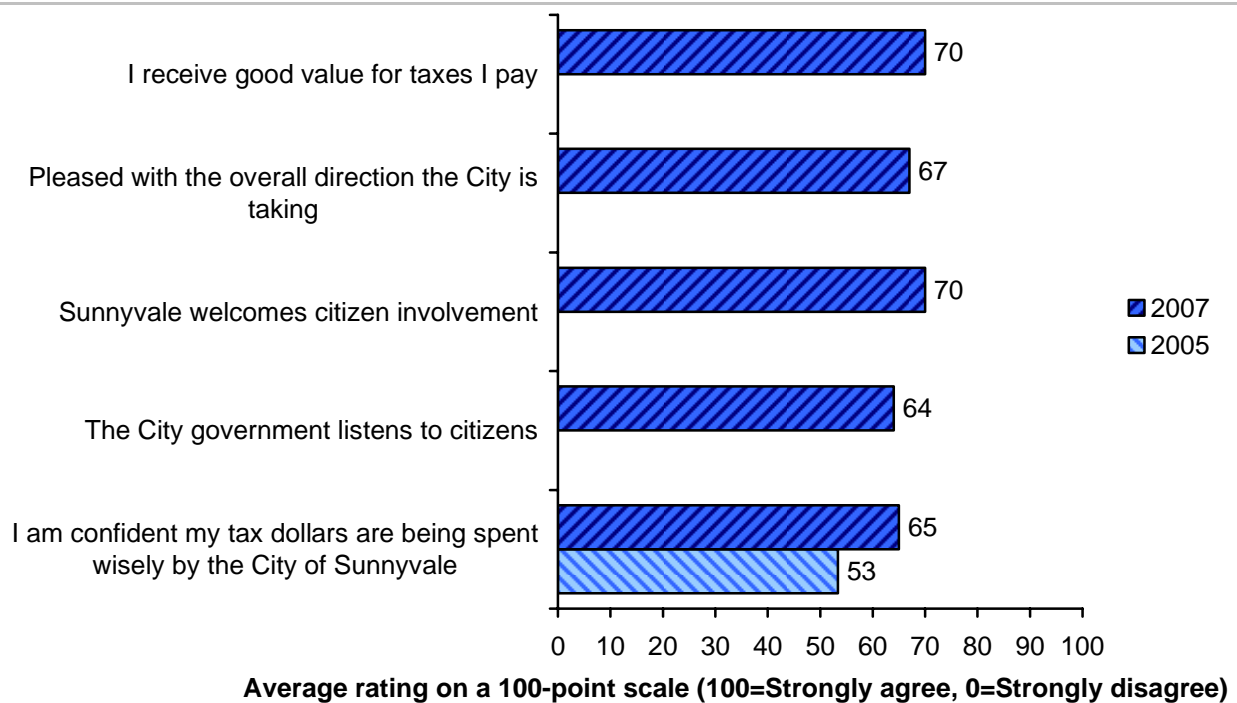
LOCAL GOVERNMENT

Several aspects of the government of the City of Sunnyvale were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from the City of Sunnyvale. Those who had any contact with a City of Sunnyvale employee in the past year gave their impressions of the most recent encounter.

Public Trust

When asked to evaluate whether they were pleased with the overall direction taken by the City of Sunnyvale, residents gave an average rating of 67 on a 100-point scale in 2007.

Figure 15: 2007 Ratings of Public Trust ⁴



⁴ In Sunnyvale's 2005 survey, "I am confident tax dollars are being spent wisely" was asked on a 0-10 scale where 0=no confidence and 10=very confident. The question was asked in 2002 and 2003 but there were not enough data to compute a rating on the 100 point scale due to the way the data was reported.

Ratings of Public Trust							
Please rate the following statements:	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)
I receive good value for the City of Sunnyvale taxes I pay	26%	44%	19%	8%	3%	100%	70
I am pleased with the overall direction that the City of Sunnyvale is taking	17%	47%	24%	7%	4%	100%	67
The City of Sunnyvale government welcomes citizen involvement	23%	47%	22%	4%	4%	100%	70
The City of Sunnyvale government listens to citizens	13%	45%	32%	6%	5%	100%	64
I am confident my tax dollars are being spent wisely by the City of Sunnyvale	15%	45%	29%	9%	3%	100%	65
Note: "don't know" responses have been removed.							

Service Provided by Sunnyvale

The overall quality of services provided by the City of Sunnyvale was rated as 68 on a 100-point scale in 2007, compared to 70 in 2002, 69 in 2003 and 65 in 2005. Ratings given to specific services are shown on the following pages.

Figure 16: Overall Quality of Services Provided by the City of Sunnyvale

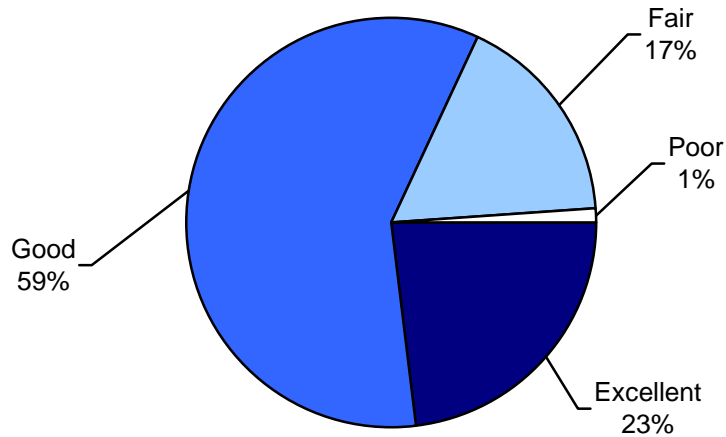
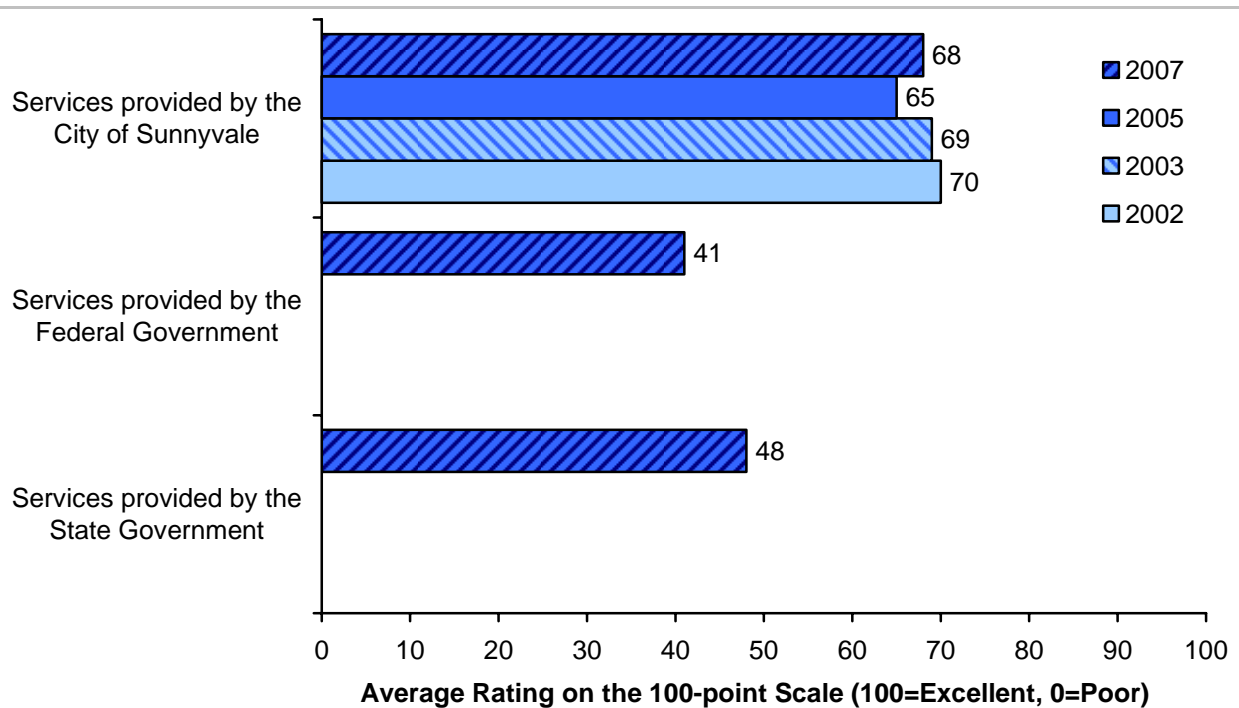


Figure 17: Rating of Overall Quality of Services Provided by Various Levels of Government by Year

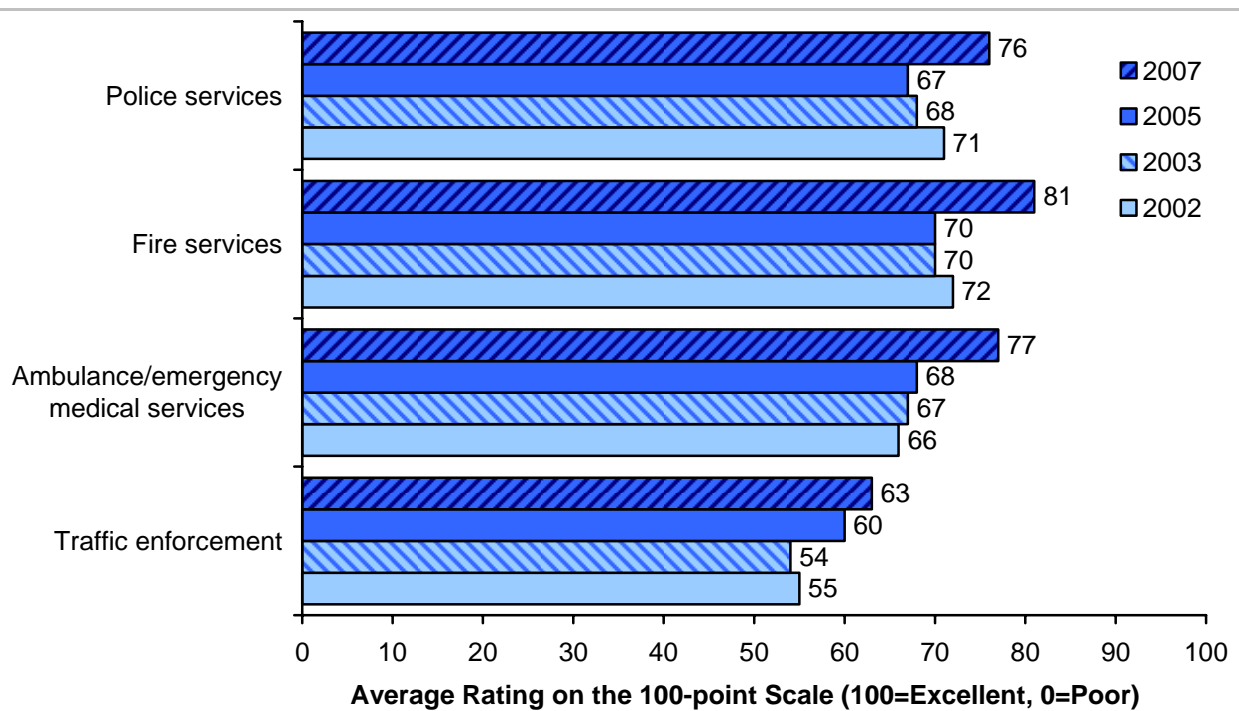


2007 Overall Quality of Services: City of Sunnyvale, Federal Government and State Government

Overall, how would you rate the quality of services provided by...	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
The City of Sunnyvale	23%	59%	17%	1%	100%	68
The Federal Government	4%	32%	48%	16%	100%	41
The State Government	5%	42%	45%	8%	100%	48

Note: "don't know" responses have been removed.

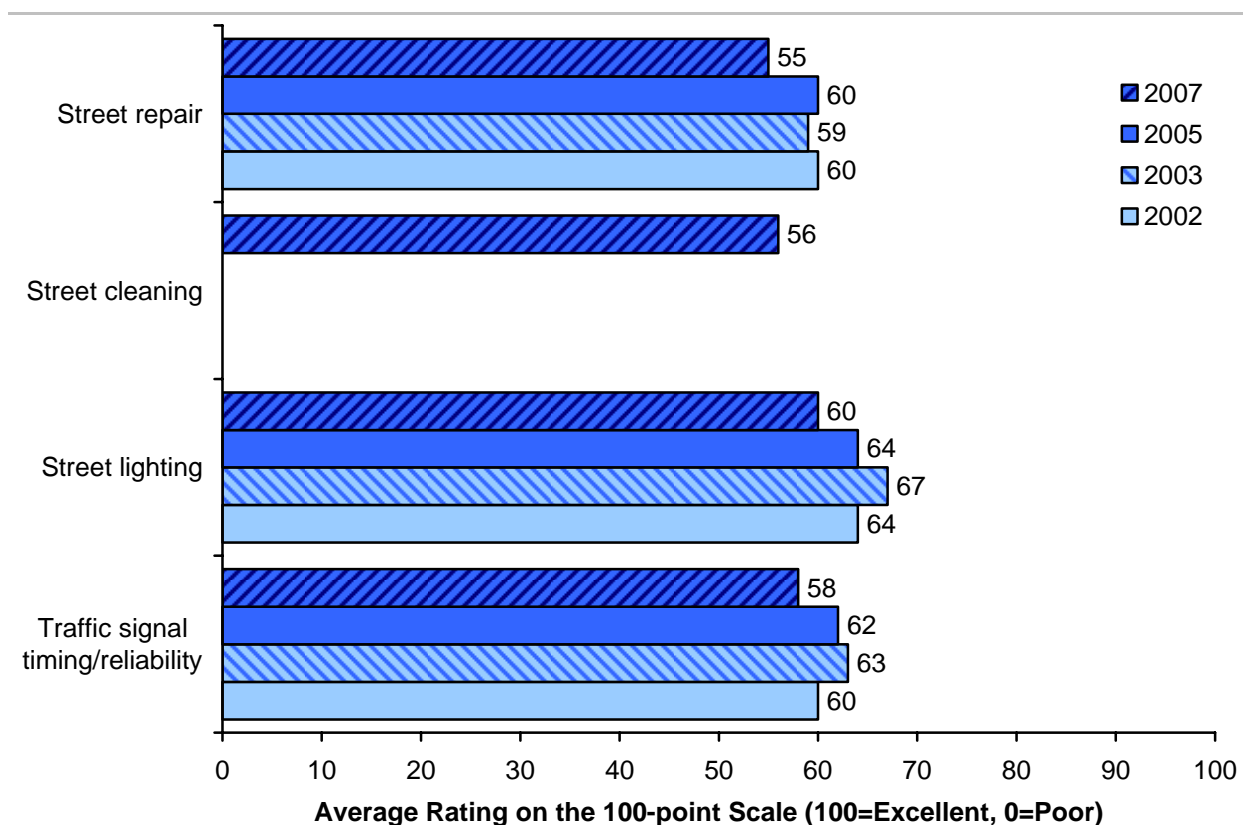
Figure 18: Quality of Public Safety Services by Year



2007 Quality of Public Safety Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Police services	41%	49%	10%	1%	100%	76
Fire services	50%	44%	6%	0%	100%	81
Ambulance/emergency medical services	41%	49%	10%	0%	100%	77
Traffic enforcement	22%	51%	20%	7%	100%	63

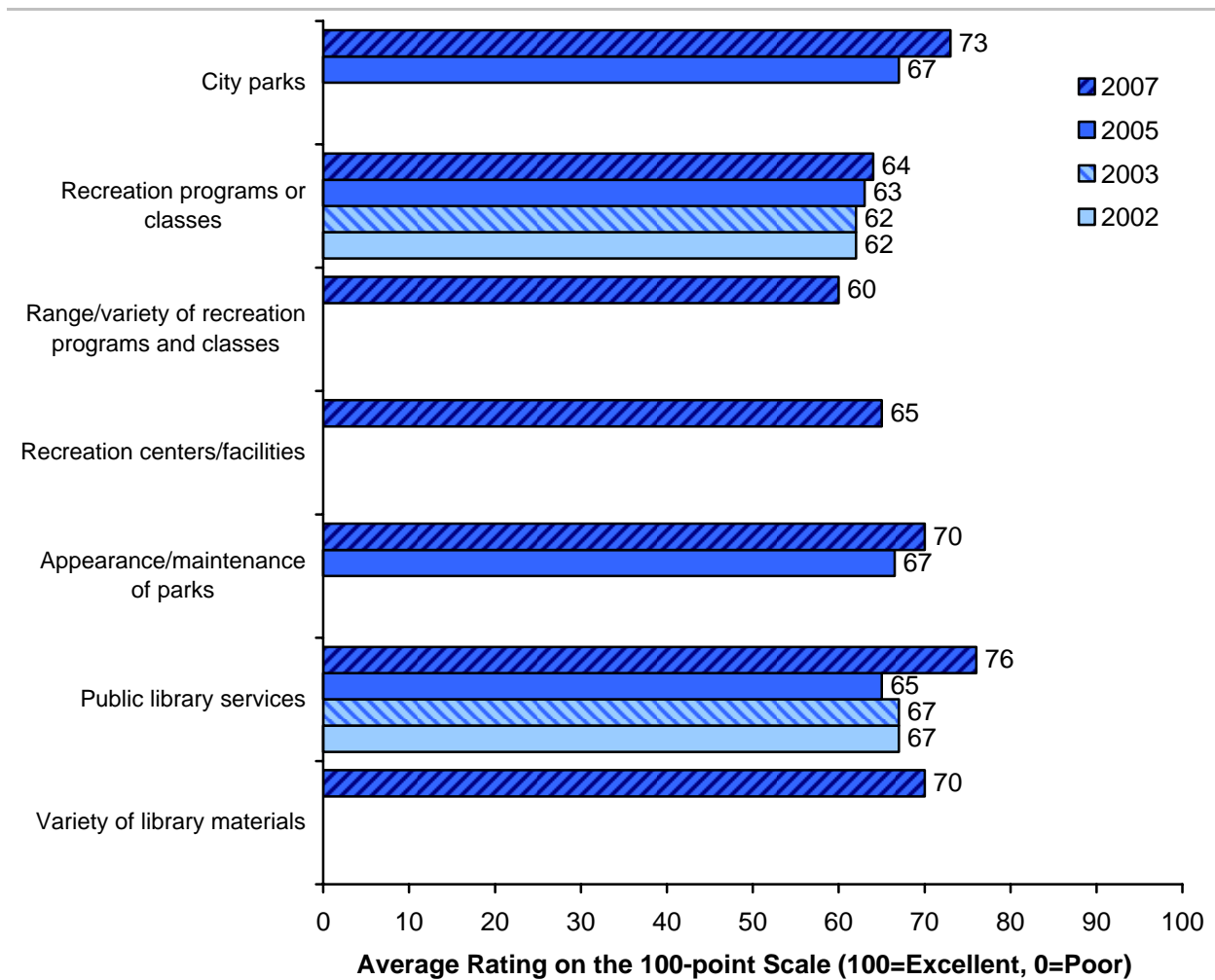
Note: "don't know" responses have been removed.

Figure 19: Quality of Transportation Services by Year⁵

2007 Quality of Transportation Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Street repair	11%	50%	33%	7%	100%	55
Street cleaning	13%	50%	28%	8%	100%	56
Street lighting	17%	53%	23%	7%	100%	60
Traffic signal timing/reliability	18%	45%	28%	8%	100%	58

Note: "don't know" responses have been removed.

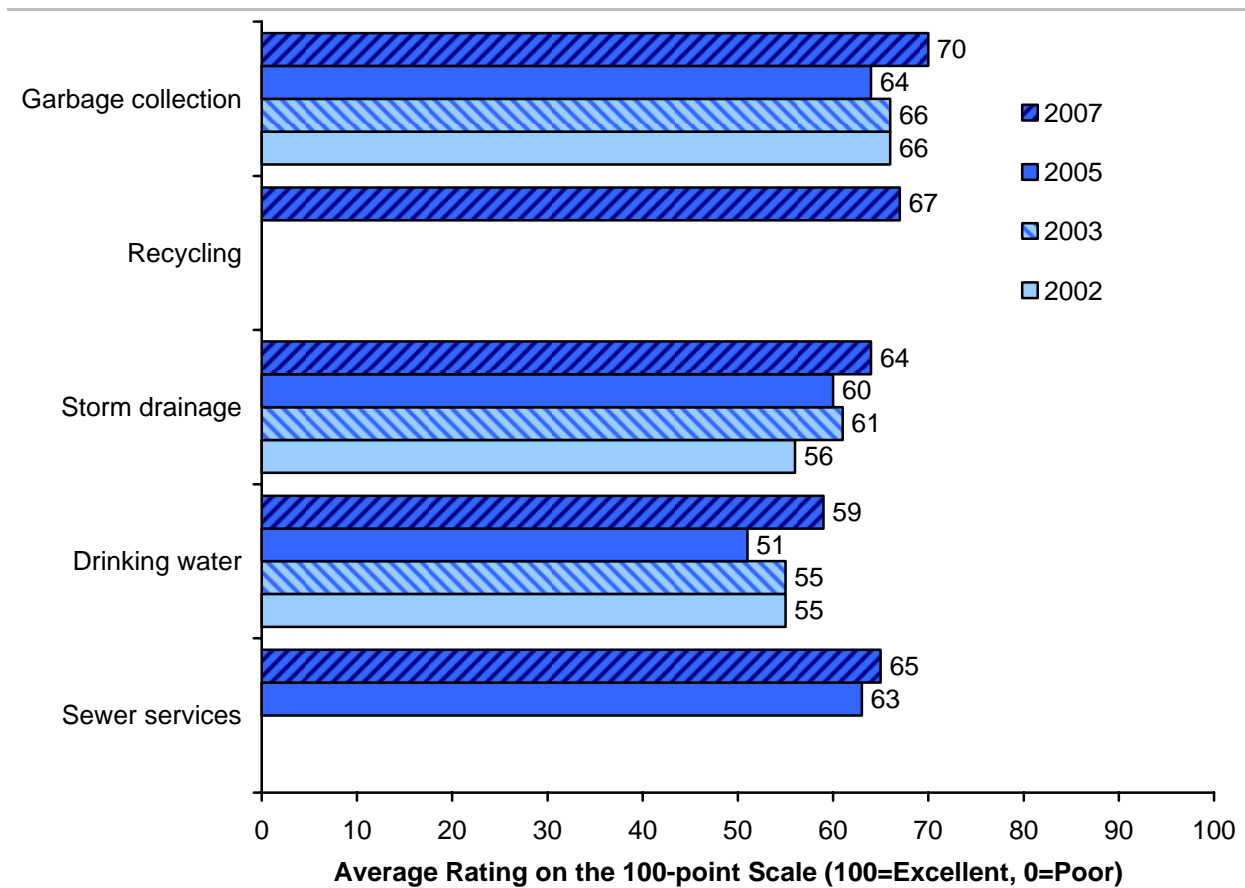
⁵ The wording for "street repair" was "maintenance of streets, roads, sidewalks and trees" in previous years. The wording for "street lighting" was "street light maintenance" in previous years.

Figure 20: Quality of Leisure Services by Year⁶

2007 Quality of Leisure Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
City parks	31%	58%	11%	0%	100%	73
Recreation programs or classes	20%	56%	19%	4%	100%	64
Range/variety of recreation programs and classes	17%	50%	28%	5%	100%	60
Recreation centers/facilities	21%	56%	21%	3%	100%	65
Appearance/maintenance of parks	26%	61%	12%	2%	100%	70
Public library services	41%	46%	11%	2%	100%	76
Variety of library materials	32%	52%	14%	3%	100%	70

Note: "don't know" responses have been removed.

⁶ In 2005, "city parks" was called "parks maintenance".

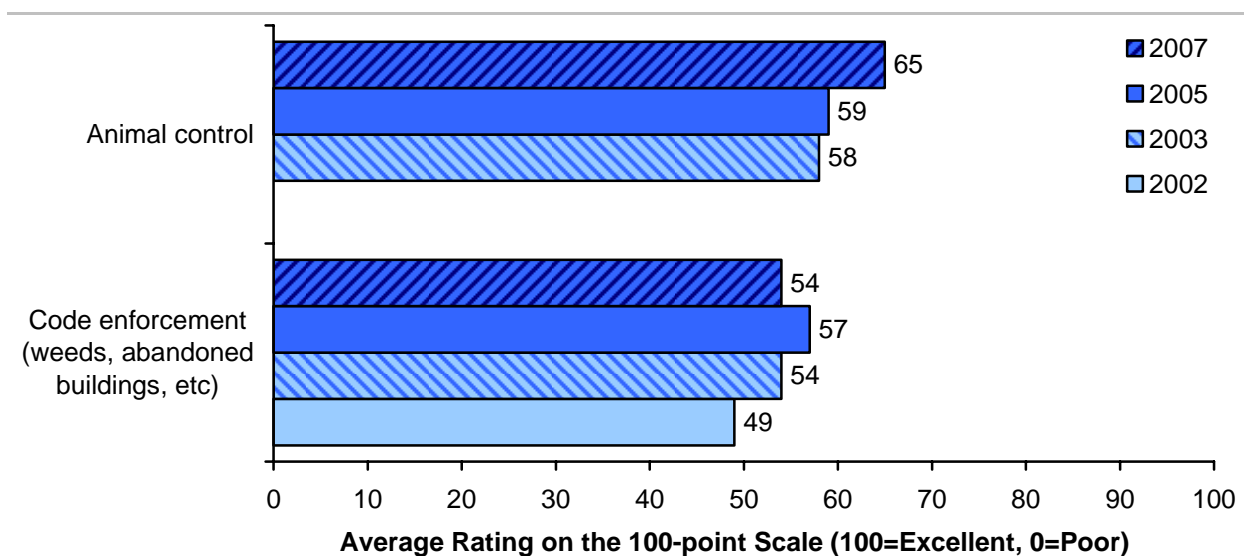
Figure 21: Quality of Utility Services by Year⁷

2007 Quality of Utility Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Garbage collection	33%	48%	16%	3%	100%	70
Recycling	31%	46%	17%	6%	100%	67
Storm drainage	18%	61%	17%	4%	100%	64
Drinking water	18%	48%	26%	8%	100%	59
Sewer services	21%	57%	19%	3%	100%	65

Note: "don't know" responses have been removed.

⁷ In Sunnyvale's previous surveys, "garbage collection" was the combined variable "garbage collection/recycling". Sewer service was titled "utilities (water services)" in 2005. Drinking water was called "quality of drinking water" in previous years. Storm drainage was called "storm water protection" in Sunnyvale's previous surveys.

Figure 22: Quality of Planning and Code Enforcement Services by Year

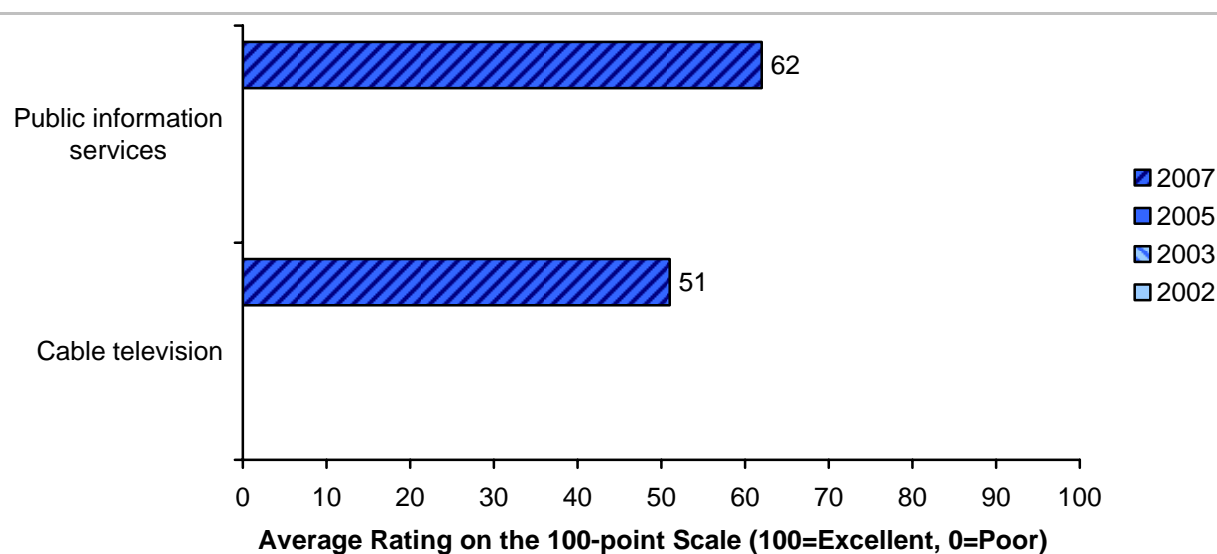


2007 Quality of Planning and Code Enforcement Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Code enforcement (weeds, abandoned buildings, etc)	13%	47%	30%	10%	100%	54
Animal control	21%	54%	23%	2%	100%	65

Note: "don't know" responses have been removed.

Figure 23: Quality of Services to Special Populations and Other Services

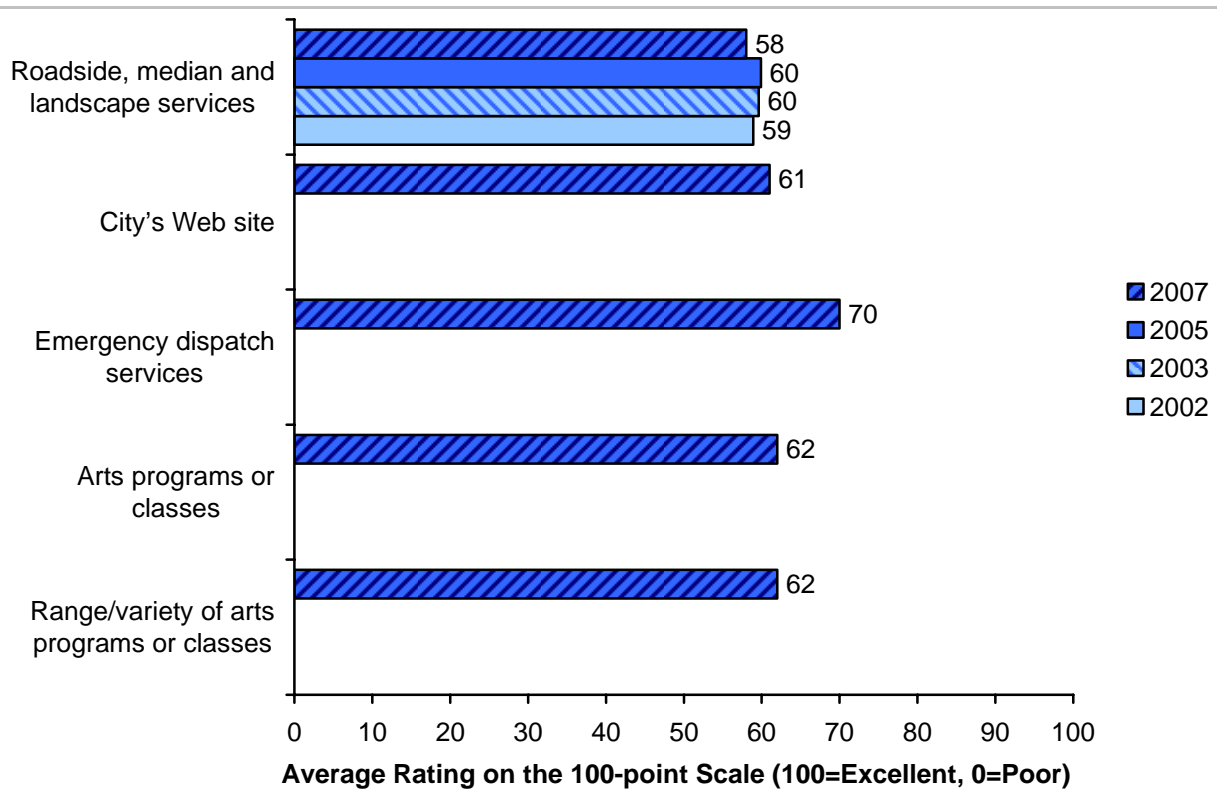


2007 Quality of Services to Special Populations and Other Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Public information services	16%	56%	24%	4%	100%	62
Cable television	13%	45%	25%	17%	100%	51

Note: "don't know" responses have been removed.

Figure 24: Quality of Services Unique to Sunnyvale



2007 Quality of Sunnyvale-specific Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Roadside, median and landscape services	13%	55%	25%	7%	100%	58
City's Web site	13%	59%	27%	2%	100%	61
Emergency dispatch services	27%	59%	12%	2%	100%	70
Arts programs or classes	19%	55%	21%	5%	100%	62
Range/variety of arts programs or classes	19%	53%	23%	5%	100%	62

Note: "don't know" responses have been removed.

The City of Sunnyvale Employees

Impressions of the City of Sunnyvale employees were assessed on the questionnaire. In 2007, those who had been in contact with a City of Sunnyvale employee in the past year (39%) rated their overall impression as 73 on a 100-point scale.

Figure 25: Percent of Respondents Who Had Contact with a City of Sunnyvale Employee in 2007

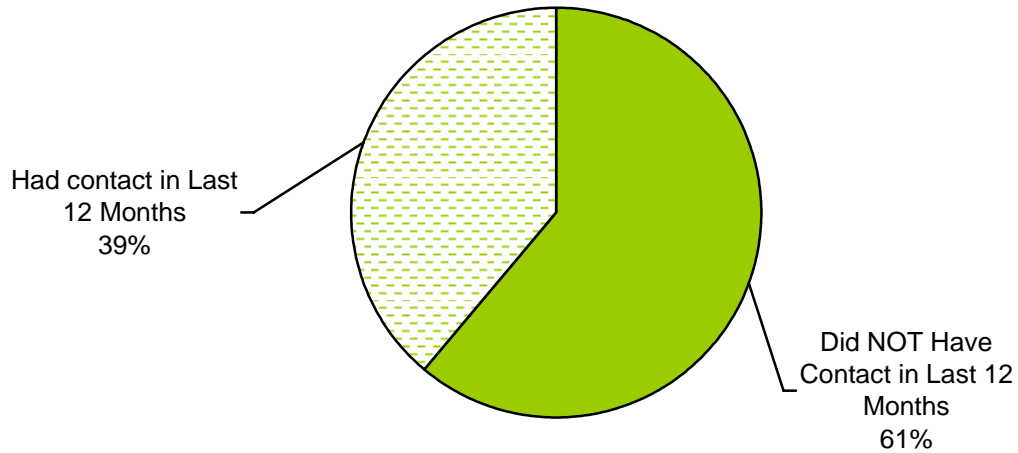
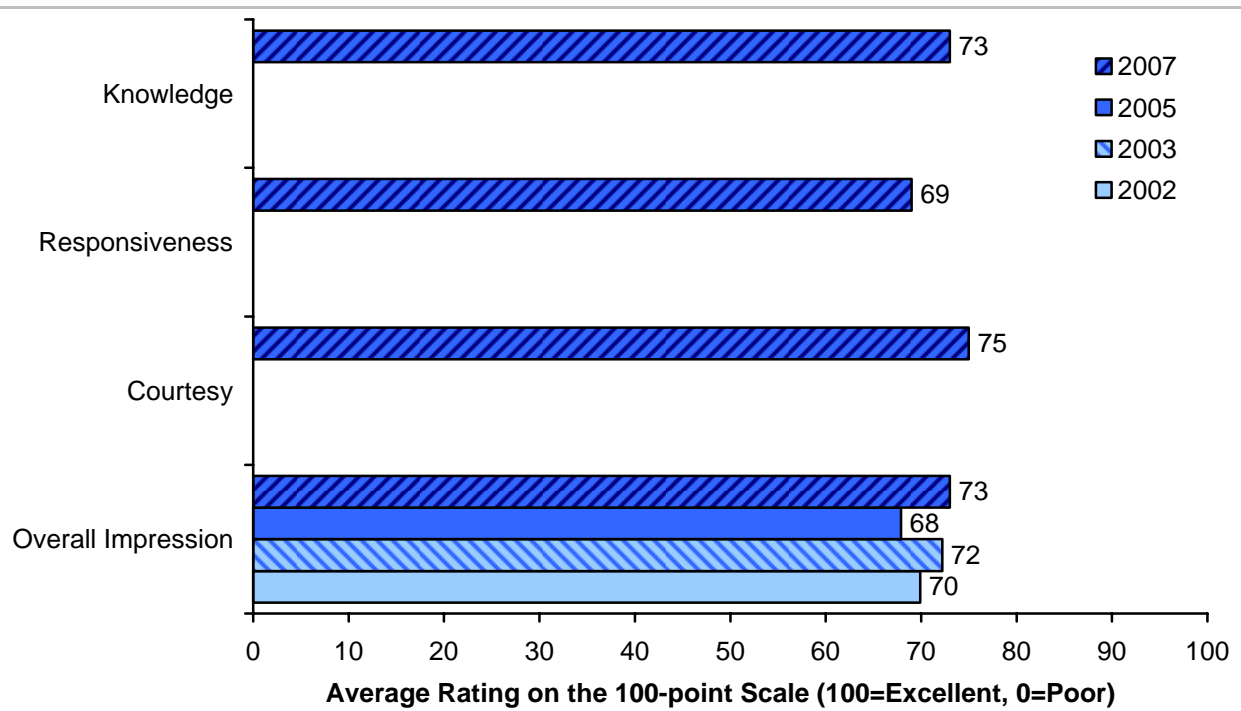


Figure 26: Ratings of Contact with the City of Sunnyvale Employees by Year



Ratings of Contact with City of Sunnyvale Employees

What was your impression of employees of the City of Sunnyvale in your most recent contact?						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Knowledge	39%	44%	15%	2%	100%	73
Responsiveness	38%	39%	15%	8%	100%	69
Courtesy	46%	35%	15%	3%	100%	75
Overall Impression	45%	34%	16%	5%	100%	73

Note: "don't know" responses have been removed.

ADDITIONAL QUESTIONS

Four additional questions were asked by the City of Sunnyvale. The results for these questions are displayed below.

Policy Question #1

To what extent do you agree or disagree with this statement: "Information provided by the City of Sunnyvale (on KSUN, the City's Web site, contained in the Quarterly Report, etc.) is accessible, timely and relevant"?

Percent of respondents

Strongly agree	20%
Somewhat agree	73%
Somewhat disagree	6%
Strongly disagree	1%
Total	100%

Note: "don't know" responses have been removed.

Policy Question #2

Please rate the safety of road conditions in the City of Sunnyvale

Percent of respondents

Very safe	35%
Somewhat safe	52%
Neither safe nor unsafe	8%
Somewhat unsafe	4%
Very unsafe	2%
Total	100%

Note: "don't know" responses have been removed.

Policy Question #3

How satisfied or unsatisfied are you with the condition of each of the following Sunnyvale facilities?

	Very satisfied	Somewhat satisfied	Somewhat unsatisfied	Very unsatisfied	Total
Library building	47%	43%	5%	4%	100%
Community theatre	42%	49%	5%	5%	100%
Senior center	60%	33%	4%	3%	100%
Indoor sports center	38%	44%	14%	4%	100%
Creative arts center	37%	48%	10%	4%	100%
Recreation building	32%	53%	8%	7%	100%

Note: "don't know" responses have been removed.

Policy Question #4	
Please select the Sunnyvale park or school that is closest to your home (select only one):	Percent of respondents
Baylands Park	3%
Bishop School	2%
Braly Park/School	2%
Cherry Chase School	3%
Columbia Park/School	3%
Cupertino Jr. High School	2%
De Anza Park/School	2%
Ellis School	3%
Encinal Park	3%
Fair Oaks Park	10%
Fairwood Park/School	2%
Lakewood Park/School	4%
Las Palmas Park	6%
Murphy Park	4%
Nimitz School	2%
Ortega Park/Stockmeir	4%
Panama Park	0%
Ponderosa Park/School	8%
Raynor Park	1%
San Antonio Park	0%
San Miguel School	2%
Serra Park/School	2%
Sunken Gardens Golf Course	1%
Sunnyvale Golf Course	1%
Sunnyvale Middle School	1%
Vargas School	5%
Victory Village Park	0%
Washington Park	12%
West Valley Park	1%
Cannery Park (District 1)	1%
Cumberland (District 5)	1%
Fremont High School	6%
George Mayne	0%
Homestead High School	1%
Laurelwood Elementary	0%
Peterson Jr. High School	0%
Vienta	0%
Community Ctr/Orchard Heritage Park	1%
Total	100%

APPENDIX A: FREQUENCY OF RESPONSES TO ALL SURVEY QUESTIONS

This appendix displays the complete distribution of responses to questions in 2007. The don't know responses are shown, where applicable.

Question 1: Quality of Life Ratings						
	Excellent	Good	Fair	Poor	Don't know	Total
How do you rate Sunnyvale as a place to live?	40%	53%	6%	1%	0%	100%
How do you rate your neighborhood as a place to live?	27%	57%	13%	3%	0%	100%
How do you rate Sunnyvale as a place to raise children?	25%	40%	14%	1%	20%	100%
How do you rate Sunnyvale as a place to work?	22%	43%	10%	2%	23%	100%
How do you rate Sunnyvale as a place to retire?	13%	27%	32%	9%	20%	100%
How do you rate the overall quality of life in Sunnyvale?	23%	61%	14%	1%	1%	100%

Question 2: Please rate each of the following characteristics as they relate to Sunnyvale as a whole						
	Excellent	Good	Fair	Poor	Don't know	Total
Sense of community	11%	51%	28%	6%	4%	100%
Openness and acceptance of the community towards people of diverse backgrounds	27%	53%	12%	2%	6%	100%
Overall appearance of Sunnyvale	14%	57%	25%	3%	1%	100%
Access to affordable quality housing	3%	18%	37%	32%	10%	100%
Access to affordable quality child care	2%	13%	21%	14%	50%	100%
Ease of bicycle travel in Sunnyvale	8%	31%	28%	10%	24%	100%
Ease of walking in Sunnyvale	15%	52%	25%	6%	2%	100%
Overall image/reputation of Sunnyvale	16%	63%	19%	1%	1%	100%

Question 3: Please rate the speed of growth in the following categories in Sunnyvale over the past two years

	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know	Total
Population growth	1%	2%	32%	21%	9%	35%	100%
Retail growth (stores, restaurants etc.)	7%	26%	39%	7%	4%	17%	100%
Jobs growth	5%	22%	28%	3%	1%	42%	100%
Housing growth	4%	17%	26%	16%	11%	26%	100%

Question 4: To what degree are the following problems in Sunnyvale

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know	Total
Crime	16%	50%	17%	1%	16%	100%
Drugs	19%	26%	12%	4%	38%	100%
Graffiti	36%	36%	10%	2%	17%	100%
Noise	21%	42%	24%	7%	5%	100%
Traffic congestion	16%	31%	38%	12%	3%	100%
Unsupervised youth	20%	32%	19%	5%	25%	100%
Code enforcement issues e.g. junk, debris and outside storage on residential property	21%	37%	22%	5%	16%	100%

Question 5: Please rate how safe you feel from the following occurring to you in Sunnyvale

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
Violent crime (e.g., rape, assault, robbery)	42%	42%	7%	2%	2%	5%	100%
Property crimes (e.g., burglary, theft)	23%	42%	15%	12%	2%	7%	100%
Fire	38%	39%	15%	2%	1%	5%	100%

Question 6: Please rate how safe you feel:							
	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
In your neighborhood during the day	73%	22%	3%	1%	1%	0%	100%
In your neighborhood after dark	34%	48%	9%	6%	2%	1%	100%
In Sunnyvale's downtown area during the day	66%	23%	4%	1%	1%	6%	100%
In Sunnyvale's downtown area after dark	21%	38%	18%	7%	2%	14%	100%
In Sunnyvale's parks during the day	65%	26%	4%	0%	0%	5%	100%
In Sunnyvale's parks after dark	12%	29%	19%	16%	3%	21%	100%

Question 7: During the past twelve months, were you or anyone in your household the victim of any crime?

	No	Yes	Don't know	Total
During the past twelve months, were you or anyone in your household the victim of any crime?	91%	8%	1%	100%

Question 8: If yes, was this crime (these crimes) reported to the police?

	No	Yes	Don't know	Total
If yes, was this crime (these crimes) reported to the police?	22%	75%	2%	100%

Question 9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in the City of Sunnyvale?						
	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Sunnyvale Public Library or its services	27%	21%	25%	11%	15%	100%
Used Sunnyvale recreation centers	59%	21%	11%	6%	3%	100%
Participated in an arts or recreation program or activity	63%	20%	9%	3%	4%	100%
Visited a neighborhood or City park	10%	21%	35%	19%	15%	100%
Attended a meeting of local elected officials or other local public meeting	87%	10%	2%	1%	0%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	76%	16%	7%	0%	0%	100%
Volunteered your time to some group/activity in Sunnyvale	75%	12%	6%	3%	3%	100%
Read Sunnyvale Quarterly Report	24%	39%	32%	3%	2%	100%
Used the Internet for anything	14%	8%	6%	7%	65%	100%
Used the Internet to conduct business with Sunnyvale	59%	17%	11%	5%	8%	100%
Purchased an item over the Internet	17%	15%	34%	13%	21%	100%
Visited downtown Sunnyvale for shopping, dining or entertainment	4%	12%	35%	25%	24%	100%

Question 10: How do you rate the quality of each of the following services in Sunnyvale?

	Excellent	Good	Fair	Poor	Don't know	Total
Police services	34%	40%	8%	1%	17%	100%
Fire services	37%	32%	4%	0%	27%	100%
Ambulance/emergency medical services	26%	32%	6%	0%	36%	100%
Traffic enforcement	19%	45%	18%	6%	11%	100%
Garbage collection	32%	47%	15%	3%	3%	100%
Recycling	29%	44%	17%	6%	4%	100%
Street repair	10%	47%	31%	7%	4%	100%
Street cleaning	13%	49%	27%	8%	3%	100%
Street lighting	17%	52%	23%	6%	2%	100%
Traffic signal timing/reliability	18%	44%	27%	8%	2%	100%
Storm drainage	14%	49%	14%	4%	19%	100%
Drinking water	17%	45%	24%	8%	6%	100%
Sewer services	18%	50%	17%	2%	12%	100%
City parks	29%	54%	11%	0%	6%	100%
Recreation programs or classes	11%	31%	11%	2%	44%	100%
Range/variety of recreation programs and classes	10%	30%	16%	3%	41%	100%
Recreation centers/facilities	13%	36%	14%	2%	34%	100%
Appearance/maintenance of parks	25%	59%	11%	2%	3%	100%
Code enforcement (weeds, abandoned buildings, etc)	9%	33%	21%	7%	29%	100%
Animal control	14%	36%	15%	2%	34%	100%
Public library services	35%	39%	9%	2%	16%	100%
Variety of library materials	25%	40%	11%	3%	22%	100%
Public information services	11%	38%	17%	2%	31%	100%
Cable television	10%	34%	19%	13%	24%	100%
Roadside, median and landscape services	12%	51%	24%	6%	6%	100%
City's Web site	8%	35%	16%	1%	41%	100%
Emergency dispatch services	13%	29%	6%	1%	51%	100%
Arts programs or classes	8%	24%	9%	2%	56%	100%
Range/variety of arts programs or classes	9%	24%	10%	2%	55%	100%

Question 11: Overall, how would you rate the quality of the services provided by...

	Excellent	Good	Fair	Poor	Don't know	Total
The City of Sunnyvale	21%	54%	15%	1%	9%	100%
The Federal Government	3%	23%	34%	11%	29%	100%
The State Government	4%	31%	33%	6%	26%	100%

Question 12: Have you had any in-person or phone contact with an employee of the City of Sunnyvale within the last 12 months?

	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Sunnyvale within the last 12 months?	61%	39%	100%

Question 13: What was your impression of the employees of the City of Sunnyvale in your most recent contact?

	Excellent	Good	Fair	Poor	Don't know	Total
Knowledge	38%	43%	15%	2%	3%	100%
Responsiveness	37%	38%	15%	7%	2%	100%
Courtesy	45%	34%	14%	3%	3%	100%
Overall Impression	44%	33%	16%	5%	2%	100%

Question 14: Please rate your agreement or disagreement with the following statements.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total
I receive good value for the City of Sunnyvale taxes I pay	23%	40%	17%	7%	3%	10%	100%
I am pleased with the overall direction that the City of Sunnyvale is taking	16%	43%	22%	6%	3%	9%	100%
The City of Sunnyvale government welcomes citizen involvement	16%	31%	15%	3%	3%	33%	100%
The City of Sunnyvale government listens to citizens	8%	28%	20%	4%	3%	37%	100%
I am confident my tax dollars are being spent wisely by the City of Sunnyvale	12%	37%	24%	8%	2%	17%	100%

Question 15: What impact, if any, do you think the economy will have on your family income in the next 6 months?							
	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Total	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	5%	28%	49%	14%	3%	100%	
Question 16a: Policy Question 1							
	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	Total	
To what extent do you agree or disagree with this statement: "Information provided by the City of Sunnyvale (on KSUN, the City's Web site, contained in the Quarterly Report, etc.) is accessible, timely and relevant"?	13%	48%	4%	1%	35%	100%	
Question 16b: Policy Question 2							
	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
Please rate the safety of road conditions in the City of Sunnyvale	34%	51%	8%	4%	2%	1%	100%
Question 16c: Policy Question 3							
How satisfied or unsatisfied are you with the condition of each of the following Sunnyvale facilities?	Very satisfied	Somewhat satisfied	Somewhat unsatisfied	Very unsatisfied	Don't know	Total	
Library building	38%	34%	4%	3%	21%	100%	
Community theatre	15%	18%	2%	2%	64%	100%	
Senior center	20%	11%	1%	1%	66%	100%	
Indoor sports center	11%	13%	4%	1%	70%	100%	
Creative arts center	10%	13%	3%	1%	73%	100%	
Recreation building	11%	18%	3%	2%	67%	100%	

Question 16d: Policy Question 4

**Please select the Sunnyvale park or school that is closest to your home
(select only one):**

Baylands Park	3%	N=9
Bishop School	2%	N=7
Braly Park/School	2%	N=8
Cherry Chase School	3%	N=8
Columbia Park/School	3%	N=9
Cupertino Jr. High School	2%	N=5
De Anza Park/School	2%	N=5
Ellis School	3%	N=10
Encinal Park	3%	N=8
Fair Oaks Park	10%	N=33
Fairwood Park/School	2%	N=6
Lakewood Park/School	4%	N=14
Las Palmas Park	6%	N=19
Murphy Park	4%	N=13
Nimitz School	2%	N=7
Ortega Park/Stockmeir	4%	N=14
Panama Park	0%	N=1
Ponderosa Park/School	8%	N=27
Raynor Park	1%	N=4
San Antonio Park	0%	N=1
San Miguel School	2%	N=5
Serra Park/School	2%	N=5
Sunken Gardens Golf Course	1%	N=3
Sunnyvale Golf Course	1%	N=4
Sunnyvale Middle School	1%	N=3
Vargas School	5%	N=16
Victory Village Park	0%	N=0
Washington Park	12%	N=39
West Valley Park	1%	N=2
Cannery Park (District 1)	1%	N=3
Cumberland (District 5)	1%	N=4
Fremont High School	6%	N=18
George Mayne	0%	N=0
Homestead High School	1%	N=3
Laurelwood Elementary	0%	N=0

Question 16d: Policy Question 4

Please select the Sunnyvale park or school that is closest to your home (select only one):

Peterson Jr. High School	0%	N=1
Vienta	0%	N=0
Community Ctr/Orchard Heritage Park	1%	N=3
Total	100%	N=318

Question 17: Do you live within the City limits of the City of Sunnyvale?

	No	Yes	Total
Do you live within the limits of the City of Sunnyvale?	4%	96%	100%

Question 18: Employment Status

	No	Yes	Total
Are you currently employed?	26%	74%	100%

Question 18a: Usual Mode of Transportation to Work

What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?

Motorized vehicle	90%
Bus, Rail, Subway, or other public transportation	4%
Walk	2%
Work at home	2%
Other	2%
Total	100%

	No	Yes	Total
If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people usually ride with you to or from work?	80%	19%	100%

Usual Mode of Transportation to Work, Including Carpooling

Usual mode of transportation to work	
Motorized vehicle, no others (SOV)	74%
Motorized vehicle, with others (MOV)	16%
Bus, rail, subway, or other public transportation	4%
Walk	2%
Work at home	2%
Other	2%
Total	100%

Question 19: Length of Residency

How many years have you lived in Sunnyvale?	
Less than 2 years	26%
2 to 5 years	19%
6 to 10 years	14%
11 to 20 years	16%
More than 20 years	26%
Total	100%

Question 20: Type of Housing Unit

Which best describes the building you live in?	
One family house detached from any other houses	35%
One family house attached to one or more houses	11%
Building with two or more apartments or condominiums	46%
Mobile home	7%
Other	1%
Total	100%

Question 21: Tenure Status

	Rented for cash or occupied without cash payment?	Owned by you or someone in this house	Total
Is this house, apartment, or mobile home...	49%	51%	100%

Questions 22 to 25: Household Characteristics

	No	Yes	Total
Do any children age 12 or under live in your household?	73%	27%	100%
Do any teenagers ages 13 through 17 live in your household?	90%	10%	100%
Are you or any other members of your household aged 65 or older?	82%	18%	100%
Does any member of your household have a physical handicap or is anyone disabled?	92%	8%	100%

Question 26: Education

What is the highest degree or level of school you have completed?	
12th Grade or less, no diploma	2%
High school diploma	7%
Some college, no degree	14%
Associate's degree (e.g. AA, AS)	5%
Bachelor's degree (e.g. BA, AB, BS)	33%
Graduate degree or professional degree	40%
Total	100%

Question 27: Annual Household Income

How much do you anticipate your household's total income before taxes will be for the current year?	
Less than \$24,999	5%
\$25,000 to \$49,999	13%
\$50,000 to \$99,999	35%
\$100,000 or more	47%
Total	100%

Question 28: Ethnicity

	No	Yes	Total
Are you Spanish/Hispanic/Latino?	91%	9%	100%

Question 29: Race

What is your race?	Percent of Respondents
American Indian or Alaskan native	0%
Asian or Pacific Islander	40%
Black, African American	1%
White/Caucasian	51%
Other	9%
Total may exceed 100% as respondents could select more than one category.	

Question 30: Age

In which category is your age?	
18 to 24 years	4%
25 to 34 years	34%
35 to 44 years	22%
45 to 54 years	17%
55 to 64 years	10%
65 to 74 years	7%
75 years or older	6%
Total	100%

Question 31: Gender

	Female	Male	Total
What is your gender?	49%	51%	100%

Questions 32 to 34: Voter Status and Activity

	No	Yes	Don't know	Total
Are you registered to vote in your jurisdiction?	33%	61%	6%	100%
Did you vote in the last election?	45%	53%	2%	100%
Are you likely to vote in the next election?	24%	65%	11%	100%

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

The methods detailed in the following section are for the 2007 administration of The NCS in the City of Sunnyvale. Information about the implementation in previous years can be obtained by the City of Sunnyvale, as they conducted the 2002, 2003 and 2005 surveys without the help of National Research Center, Inc. or ICMA.

Sampling

Approximately 1,200 households were selected to participate in the survey using a stratified systematic sampling method.⁸ An individual within each household was selected using the birthday method.⁹

Survey Administration

Selected households received three mailings, one week apart, beginning May 29, 2007. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the City Manager inviting the household to participate, a questionnaire and postage-paid return envelope. The final mailing contained a reminder letter and another survey and postage-paid return envelope. Completed surveys were collected over the following five weeks.

Response Rate and Confidence Intervals

Of the 1,175 eligible households, 340 completed the survey providing a response rate of 29%. Approximately 25 addresses sampled were "vacant" or "not found."¹⁰ In general, the response

⁸ Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households is chosen.

⁹ The birthday method is a process to remove bias in the selection of a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys but leaving selection of respondent to household members will lead to bias.

rates obtained on citizen surveys range from 25% to 40%. The sample of households was selected systematically and impartially from a list of residences in the United States maintained by the U.S. postal service and sold to NRC through an independent vendor. For each household, one adult, selected in an unbiased fashion, was asked to complete the survey.

In theory, in 95 cases out of 100, the results based on such samples will differ by no more than 5 percentage points in either direction from what would have been obtained had responses been collected from all Sunnyvale adults. This difference is also called a “margin of error.”¹¹ This difference from the presumed population finding is referred to as the sampling error. For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

Weighting and Analyzing the Data

The surveys were analyzed using the SPSS statistical package. Frequency distributions and average (mean) ratings are presented in the body of the report.

The demographic characteristics of the sample were compared to those of the City of Sunnyvale as reflected in the information sent by staff to National Research Center, Inc. When necessary, survey results were statistically adjusted to reflect the known population profile.

Generally, only two variables are used in a weighting scheme. Known population characteristics are compared to the characteristics of survey respondents. Generally, characteristics chosen as weighting variables are selected because they are not in proportion to what is shown in a jurisdiction’s demographic profile and because differences in opinion are observed between subgroups of these characteristics. The two socioeconomic characteristics that were used to weight the survey results were tenure and gender/age. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics, although the percentages are not always identical in the sample compared to the population norms. The results of the weighting scheme are presented in the table on the following page.

¹⁰ “Eligible” households refer to addresses that belong to residences that are not vacant within the City of Sunnyvale.

¹¹ The margin of error was calculated using the following formula: $1.96 * \text{square root}(0.25/400)$. This margin of error is calculated in the most conservative way. The standard error was assumed to be the greatest for a binomial distribution: 50%/50%.

Weighting Scheme for the City of Sunnyvale Citizen Survey			
Respondent Characteristics	Population Norm ¹²	Unweighted Survey Data	Weighted Survey Data
Tenure			
Rent Home	49%	36%	49%
Own Home	51%	64%	51%
Type of Housing Unit			
Single-Family Detached	39%	54%	42%
Attached	61%	76%	58%
Ethnicity			
Non-Hispanic	83%	92%	91%
Hispanic	17%	8%	9%
Race			
White/Caucasian	48%	57%	49%
Non-White	52%	43%	51%
Gender			
Female	48%	46%	49%
Male	52%	54%	51%
Age			
18-34	39%	18%	38%
35-54	38%	40%	39%
55+	23%	42%	24%
Gender and Age			
Females 18-34	17%	9%	17%
Females 35-54	18%	17%	18%
Females 55+	13%	20%	14%
Males 18-34	22%	9%	21%
Males 35-54	20%	23%	20%
Males 55+	10%	23%	10%

¹² Source: 2000 Census

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Sunnyvale. All households selected for inclusion in the study were first sent a prenotification postcard informing them that they would be receiving a questionnaire within the following week. A week later, a cover letter and survey were sent, with a postage paid return envelope. Two weeks later a second cover letter and survey were sent. The second cover letter asked that those who had responded not do so again, while urging those who had not yet returned their surveys to please do so.



City of Sunnyvale
P.O. Box 3707
Sunnyvale, CA 94088-3707

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



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P.O. Box 3707
Sunnyvale, CA 94088-3707

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City of Sunnyvale
P.O. Box 3707
Sunnyvale, CA 94088-3707

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

Dear Sunnyvale Resident,

Your household has been selected at random to participate in an anonymous community survey about the City of Sunnyvale. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Amy Chan
City Manager

Dear Sunnyvale Resident,

Your household has been selected at random to participate in an anonymous community survey about the City of Sunnyvale. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

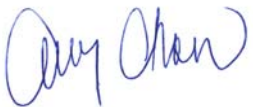


Amy Chan
City Manager

Dear Sunnyvale Resident,

Your household has been selected at random to participate in an anonymous community survey about the City of Sunnyvale. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,




Amy Chan
City Manager

Dear Sunnyvale Resident,

Your household has been selected at random to participate in an anonymous community survey about the City of Sunnyvale. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Amy Chan
City Manager



June 2007

Dear Sunnyvale Resident:

The City of Sunnyvale wants to know what you think about our community and municipal government. You have been randomly selected to participate in Sunnyvale's 2007 Community Survey.

Please take a few minutes to fill out the enclosed Community Survey. Your answers will help City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Sunnyvale residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Community Survey please contact the Communications Division at (408) 730-7535, TDD (408) 730-7501 or by e-mail to communications@ci.sunnyvale.ca.us.

Please help us shape the future of Sunnyvale. Thank you for your time and participation.

Sincerely,

A handwritten signature in blue ink, appearing to read "Amy Chan".

Amy Chan
City Manager



June 2007

Dear Sunnyvale Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Sunnyvale wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Sunnyvale's Community Survey.

Please take a few minutes to fill out the enclosed Community Survey. Your answers will help Sunnyvale City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Sunnyvale residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Community Survey please contact the Communications Division at (408) 730-7535, TDD (408) 730-7501 or by e-mail to communications@ci.sunnyvale.ca.us.

Please help us shape the future of Sunnyvale. Thank you for your time and participation.

Sincerely,

Amy Chan
City Manager

THE CITY OF SUNNYVALE 2007 COMMUNITY SURVEY

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please circle the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please circle the number that comes closest to your opinion for each of the following questions:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
How do you rate Sunnyvale as a place to live?	1	2	3	4	5
How do you rate your neighborhood as a place to live?	1	2	3	4	5
How do you rate Sunnyvale as a place to raise children?	1	2	3	4	5
How do you rate Sunnyvale as a place to work?	1	2	3	4	5
How do you rate Sunnyvale as a place to retire?	1	2	3	4	5
How do you rate the overall quality of life in Sunnyvale?	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Sunnyvale as a whole:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Sense of community	1	2	3	4	5
Openness and acceptance of the community towards people of diverse backgrounds	1	2	3	4	5
Overall appearance of Sunnyvale	1	2	3	4	5
Access to affordable quality housing	1	2	3	4	5
Access to affordable quality child care	1	2	3	4	5
Ease of bicycle travel in Sunnyvale	1	2	3	4	5
Ease of walking in Sunnyvale	1	2	3	4	5
Overall image/reputation of Sunnyvale	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Sunnyvale over the past 2 years:

	<u>Much too slow</u>	<u>Somewhat too slow</u>	<u>Right amount</u>	<u>Somewhat too fast</u>	<u>Much too fast</u>	<u>Don't know</u>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants etc.)	1	2	3	4	5	6
Jobs growth	1	2	3	4	5	6
Housing growth	1	2	3	4	5	6

4. To what degree, if at all, are the following problems in Sunnyvale:

	<u>Not a problem</u>	<u>Minor problem</u>	<u>Moderate problem</u>	<u>Major problem</u>	<u>Don't know</u>
Crime	1	2	3	4	5
Drugs	1	2	3	4	5
Graffiti	1	2	3	4	5
Noise	1	2	3	4	5
Traffic congestion	1	2	3	4	5
Unsupervised youth	1	2	3	4	5
Code enforcement issues e.g. junk, debris and outside storage on residential property	1	2	3	4	5

5. Please rate how safe you feel from the following occurring to you in Sunnyvale:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft)	1	2	3	4	5	6
Fire	1	2	3	4	5	6

6. Please rate how safe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day	1	2	3	4	5	6
In your neighborhood after dark	1	2	3	4	5	6
In Sunnyvale's downtown area during the day	1	2	3	4	5	6
In Sunnyvale's downtown area after dark	1	2	3	4	5	6
In Sunnyvale's parks during the day	1	2	3	4	5	6
In Sunnyvale's parks after dark	1	2	3	4	5	6

7. During the past twelve months, were you or anyone in your household the victim of any crime?

- ☐ No → Go to question #9 ☐ Yes → Go to question #8 ☐ Don't know

8. If yes, was this crime (these crimes) reported to the police?

- ☐ No ☐ Yes ☐ Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Sunnyvale?

	<u>Never</u>	<u>Once or twice</u>	<u>3 to 12 times</u>	<u>13 to 26 times</u>	<u>More than 26 times</u>
Used the Sunnyvale Public Library or its services	1	2	3	4	5
Used Sunnyvale recreation centers	1	2	3	4	5
Participated in an arts or recreation program or activity	1	2	3	4	5
Visited a neighborhood or City park	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other local public meeting on cable television	1	2	3	4	5
Volunteered your time to some group/activity in Sunnyvale	1	2	3	4	5
Read Sunnyvale Quarterly Report	1	2	3	4	5
Used the Internet for anything	1	2	3	4	5
Used the Internet to conduct business with Sunnyvale	1	2	3	4	5
Purchased an item over the Internet	1	2	3	4	5
Visited downtown Sunnyvale for shopping, dining or entertainment	1	2	3	4	5

10. How do you rate the quality of each of the following services in Sunnyvale?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Police services.....	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance/emergency medical services	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Traffic signal timing/reliability.....	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Range/variety of recreation programs and classes	1	2	3	4	5
Recreation and community centers/facilities	1	2	3	4	5
Appearance/maintenance of parks.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc)	1	2	3	4	5
Animal control	1	2	3	4	5
Public library services	1	2	3	4	5
Variety of library materials	1	2	3	4	5
Public information services	1	2	3	4	5
Cable television	1	2	3	4	5
Roadside, median and landscape services.....	1	2	3	4	5
City's Web site	1	2	3	4	5
Emergency dispatch services.....	1	2	3	4	5
Arts programs or classes.....	1	2	3	4	5
Range/variety of arts programs and classes	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Sunnyvale.....	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5

12. Have you had any in-person or phone contact with an employee of the City of Sunnyvale within the last 12 months (including police, receptionists, planners or any others)?

- ☐ No → Go to question #14 ☐ Yes → Go to question #13

13. What was your impression of employees of the City of Sunnyvale in your most recent contact? (Rate each characteristic below.)

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Knowledge	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression	1	2	3	4	5

14. Please rate the following statements by circling the number that most clearly represents your opinion:

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neither agree nor disagree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know</u>
I receive good value for the City of Sunnyvale taxes I pay	1	2	3	4	5	6
I am pleased with the overall direction that the City of Sunnyvale is taking	1	2	3	4	5	6
The City of Sunnyvale government welcomes resident involvement	1	2	3	4	5	6
The City of Sunnyvale government listens to residents ..	1	2	3	4	5	6
I am confident my tax dollars are being spent wisely by the City of Sunnyvale	1	2	3	4	5	6

15. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- ☐ Very positive ☐ Somewhat positive ☐ Neutral ☐ Somewhat negative ☐ Very negative

16. Please check the response that comes closest to your opinion for each of the following questions:

a. To what extent do you agree or disagree with this statement: "Information provided by the City of Sunnyvale (on KSUN, the City's Web site, contained in the *Quarterly Report*, etc.) is accessible, timely and relevant"?

- ☐ Strongly agree
☐ Somewhat agree
☐ Somewhat disagree
☐ Strongly disagree
☐ Don't know

b. Please rate the safety of road conditions in the City of Sunnyvale:

- ☐ Very safe
☐ Somewhat safe
☐ Neither safe nor unsafe
☐ Somewhat unsafe
☐ Very unsafe
☐ Don't know

c. How satisfied or unsatisfied are you with the condition of each of the following Sunnyvale facilities?

	Very satisfied	Somewhat satisfied	Somewhat unsatisfied	Very unsatisfied	Don't know
Library building.....	1	2	3	4	5
Community theatre.....	1	2	3	4	5
Senior center	1	2	3	4	5
Indoor sports center	1	2	3	4	5
Creative arts center	1	2	3	4	5
Recreation building	1	2	3	4	5

d. Please select the Sunnyvale park or school that is closest to your home (select only one):

- | | | |
|---|--|--|
| <input type="radio"/> Baylands Park | <input type="radio"/> Murphy Park | <input type="radio"/> Victory Village Park |
| <input type="radio"/> Bishop School | <input type="radio"/> Nimitz School | <input type="radio"/> Washington Park |
| <input type="radio"/> Braly Park/School | <input type="radio"/> Ortega Park/Stockmeir | <input type="radio"/> West Valley Park |
| <input type="radio"/> Cherry Chase School | <input type="radio"/> Panama Park | <input type="radio"/> Cannery Park (District 1) |
| <input type="radio"/> Columbia Park/School | <input type="radio"/> Ponderosa Park/School | <input type="radio"/> Cumberland (District 5) |
| <input type="radio"/> Cupertino Jr. High School | <input type="radio"/> Raynor Park | <input type="radio"/> Fremont High School |
| <input type="radio"/> De Anza Park/School | <input type="radio"/> San Antonio Park | <input type="radio"/> George Mayne |
| <input type="radio"/> Ellis School | <input type="radio"/> San Miguel School | <input type="radio"/> Homestead High School |
| <input type="radio"/> Encinal Park | <input type="radio"/> Serra Park/School | <input type="radio"/> Laurelwood Elementary |
| <input type="radio"/> Fair Oaks Park | <input type="radio"/> Sunken Gardens Golf Course | <input type="radio"/> Peterson Jr. High School |
| <input type="radio"/> Fairwood Park/School | <input type="radio"/> Sunnyvale Golf Course | <input type="radio"/> Vienta |
| <input type="radio"/> Lakewood Park/School | <input type="radio"/> Sunnyvale Middle School | <input type="radio"/> Community Ctr./Orchard Heritage Park |
| <input type="radio"/> Las Palmas Park | <input type="radio"/> Vargas School | |

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

17. Do you live within the City limits of the City of Sunnyvale?

- ☐ No ☐ Yes

18. Are you currently employed?

- ☐ No → Go to question #19
☐ Yes → Go to question #18a

18a. What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?

- ☐ Motorized vehicle (e.g. car, truck, van, motorcycle etc...)
☐ Bus, Rail, Subway, or other public transportation
☐ Walk
☐ Work at home
☐ Other

18b. If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people (adults or children) usually ride with you to or from work?

- ☐ No ☐ Yes

19. How many years have you lived in Sunnyvale?

- ☐ Less than 2 years ☐ 11-20 years
☐ 2-5 years ☐ More than 20 years
☐ 6-10 years

20. Which best describes the building you live in?

- ☐ One family house detached from any other houses
☐ House attached to one or more houses (e.g., a duplex or townhome)
☐ Building with two or more apartments or condominiums
☐ Mobile home
☐ Other

21. Is this house, apartment, or mobile home...

- ☐ Rented for cash or occupied without cash payment?
☐ Owned by you or someone in this house with a mortgage or free and clear?

22. Do any children 12 or under live in your household?

- ☐ No ☐ Yes

23. Do any teenagers aged between 13 and 17 live in your household?

- ☐ No ☐ Yes

24. Are you or any other members of your household aged 65 or older?

- ☐ No ☐ Yes

25. Does any member of your household have a physical handicap or is anyone disabled?

- ☐ No ☐ Yes

26. What is the highest degree or level of school you have completed? (mark one box)

- ☐ 12th Grade or less, no diploma
☐ High school diploma
☐ Some college, no degree
☐ Associate's degree (e.g. AA, AS)
☐ Bachelor's degree (e.g. BA, AB, BS)
☐ Graduate degree or professional degree

27. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- ☐ Less than \$24,999
☐ \$25,000 to \$49,999
☐ \$50,000 to \$99,999
☐ \$100,000 or more

28. Are you Spanish/Hispanic/Latino?

- ☐ No ☐ Yes

29. What is your race? (Mark one or more races to indicate what race you consider yourself to be)

- ☐ American Indian or Alaskan native
☐ Asian or Pacific Islander
☐ Black, African American
☐ White/Caucasian
☐ Other

30. In which category is your age?

- ☐ 18-24 years ☐ 55-64 years
☐ 25-34 years ☐ 65-74 years
☐ 35-44 years ☐ 75 years or older
☐ 45-54 years

31. What is your sex?

- ☐ Female ☐ Male

32. Are you registered to vote in your jurisdiction?

- ☐ No ☐ Yes ☐ Don't know

33. Did you vote in the last election?

- ☐ No ☐ Yes ☐ Don't know

34. Are you likely to vote in the next election?

- ☐ No ☐ Yes ☐ Don't know

**Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:
National Research Center, Inc., 3005 30th St., Boulder, CO 80301**

THE CITY OF SUNNYVALE 2007 COMMUNITY SURVEY

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please circle the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please circle the number that comes closest to your opinion for each of the following questions:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
How do you rate Sunnyvale as a place to live?	1	2	3	4	5
How do you rate your neighborhood as a place to live?	1	2	3	4	5
How do you rate Sunnyvale as a place to raise children?	1	2	3	4	5
How do you rate Sunnyvale as a place to work?	1	2	3	4	5
How do you rate Sunnyvale as a place to retire?	1	2	3	4	5
How do you rate the overall quality of life in Sunnyvale?	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Sunnyvale as a whole:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Sense of community	1	2	3	4	5
Openness and acceptance of the community towards people of diverse backgrounds	1	2	3	4	5
Overall appearance of Sunnyvale	1	2	3	4	5
Access to affordable quality housing	1	2	3	4	5
Access to affordable quality child care	1	2	3	4	5
Ease of bicycle travel in Sunnyvale	1	2	3	4	5
Ease of walking in Sunnyvale	1	2	3	4	5
Overall image/reputation of Sunnyvale	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Sunnyvale over the past 2 years:

	<u>Much too slow</u>	<u>Somewhat too slow</u>	<u>Right amount</u>	<u>Somewhat too fast</u>	<u>Much too fast</u>	<u>Don't know</u>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants etc.)	1	2	3	4	5	6
Jobs growth	1	2	3	4	5	6
Housing growth	1	2	3	4	5	6

4. To what degree, if at all, are the following problems in Sunnyvale:

	<u>Not a problem</u>	<u>Minor problem</u>	<u>Moderate problem</u>	<u>Major problem</u>	<u>Don't know</u>
Crime	1	2	3	4	5
Drugs	1	2	3	4	5
Graffiti	1	2	3	4	5
Noise	1	2	3	4	5
Traffic congestion	1	2	3	4	5
Unsupervised youth	1	2	3	4	5
Code enforcement issues e.g. junk, debris and outside storage on residential property	1	2	3	4	5

5. Please rate how safe you feel from the following occurring to you in Sunnyvale:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft)	1	2	3	4	5	6
Fire	1	2	3	4	5	6

6. Please rate how safe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day	1	2	3	4	5	6
In your neighborhood after dark	1	2	3	4	5	6
In Sunnyvale's downtown area during the day	1	2	3	4	5	6
In Sunnyvale's downtown area after dark	1	2	3	4	5	6
In Sunnyvale's parks during the day	1	2	3	4	5	6
In Sunnyvale's parks after dark	1	2	3	4	5	6

7. During the past twelve months, were you or anyone in your household the victim of any crime?

- ☐ No → Go to question #9 ☐ Yes → Go to question #8 ☐ Don't know

8. If yes, was this crime (these crimes) reported to the police?

- ☐ No ☐ Yes ☐ Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Sunnyvale?

	<u>Never</u>	<u>Once or twice</u>	<u>3 to 12 times</u>	<u>13 to 26 times</u>	<u>More than 26 times</u>
Used the Sunnyvale Public Library or its services	1	2	3	4	5
Used Sunnyvale recreation centers	1	2	3	4	5
Participated in an arts or recreation program or activity	1	2	3	4	5
Visited a neighborhood or City park	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other local public meeting on cable television	1	2	3	4	5
Volunteered your time to some group/activity in Sunnyvale	1	2	3	4	5
Read Sunnyvale Quarterly Report	1	2	3	4	5
Used the Internet for anything	1	2	3	4	5
Used the Internet to conduct business with Sunnyvale	1	2	3	4	5
Purchased an item over the Internet	1	2	3	4	5
Visited downtown Sunnyvale for shopping, dining or entertainment	1	2	3	4	5

10. How do you rate the quality of each of the following services in Sunnyvale?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Police services.....	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance/emergency medical services	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Traffic signal timing/reliability.....	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Range/variety of recreation programs and classes	1	2	3	4	5
Recreation and community centers/facilities	1	2	3	4	5
Appearance/maintenance of parks.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc)	1	2	3	4	5
Animal control	1	2	3	4	5
Public library services	1	2	3	4	5
Variety of library materials	1	2	3	4	5
Public information services	1	2	3	4	5
Cable television	1	2	3	4	5
Roadside, median and landscape services.....	1	2	3	4	5
City's Web site	1	2	3	4	5
Emergency dispatch services.....	1	2	3	4	5
Arts programs or classes.....	1	2	3	4	5
Range/variety of arts programs and classes	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Sunnyvale.....	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5

12. Have you had any in-person or phone contact with an employee of the City of Sunnyvale within the last 12 months (including police, receptionists, planners or any others)?

- ☐ No → Go to question #14 ☐ Yes → Go to question #13

13. What was your impression of employees of the City of Sunnyvale in your most recent contact? (Rate each characteristic below.)

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Knowledge	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression	1	2	3	4	5

14. Please rate the following statements by circling the number that most clearly represents your opinion:

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neither agree nor disagree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know</u>
I receive good value for the City of Sunnyvale taxes I pay.....	1	2	3	4	5	6
I am pleased with the overall direction that the City of Sunnyvale is taking	1	2	3	4	5	6
The City of Sunnyvale government welcomes resident involvement	1	2	3	4	5	6
The City of Sunnyvale government listens to residents ..	1	2	3	4	5	6
I am confident my tax dollars are being spent wisely by the City of Sunnyvale	1	2	3	4	5	6

15. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- ☐ Very positive ☐ Somewhat positive ☐ Neutral ☐ Somewhat negative ☐ Very negative

16. Please check the response that comes closest to your opinion for each of the following questions:

a. To what extent do you agree or disagree with this statement: "Information provided by the City of Sunnyvale (on KSUN, the City's Web site, contained in the *Quarterly Report*, etc.) is accessible, timely and relevant"?

- ☐ Strongly agree
☐ Somewhat agree
☐ Somewhat disagree
☐ Strongly disagree
☐ Don't know

b. Please rate the safety of road conditions in the City of Sunnyvale:

- ☐ Very safe
☐ Somewhat safe
☐ Neither safe nor unsafe
☐ Somewhat unsafe
☐ Very unsafe
☐ Don't know

c. How satisfied or unsatisfied are you with the condition of each of the following Sunnyvale facilities?

	Very satisfied	Somewhat satisfied	Somewhat unsatisfied	Very unsatisfied	Don't know
Library building.....	1	2	3	4	5
Community theatre.....	1	2	3	4	5
Senior center	1	2	3	4	5
Indoor sports center	1	2	3	4	5
Creative arts center	1	2	3	4	5
Recreation building	1	2	3	4	5

d. Please select the Sunnyvale park or school that is closest to your home (select only one):

- | | | |
|---|--|--|
| <input type="radio"/> Baylands Park | <input type="radio"/> Murphy Park | <input type="radio"/> Victory Village Park |
| <input type="radio"/> Bishop School | <input type="radio"/> Nimitz School | <input type="radio"/> Washington Park |
| <input type="radio"/> Braly Park/School | <input type="radio"/> Ortega Park/Stockmeir | <input type="radio"/> West Valley Park |
| <input type="radio"/> Cherry Chase School | <input type="radio"/> Panama Park | <input type="radio"/> Cannery Park (District 1) |
| <input type="radio"/> Columbia Park/School | <input type="radio"/> Ponderosa Park/School | <input type="radio"/> Cumberland (District 5) |
| <input type="radio"/> Cupertino Jr. High School | <input type="radio"/> Raynor Park | <input type="radio"/> Fremont High School |
| <input type="radio"/> De Anza Park/School | <input type="radio"/> San Antonio Park | <input type="radio"/> George Mayne |
| <input type="radio"/> Ellis School | <input type="radio"/> San Miguel School | <input type="radio"/> Homestead High School |
| <input type="radio"/> Encinal Park | <input type="radio"/> Serra Park/School | <input type="radio"/> Laurelwood Elementary |
| <input type="radio"/> Fair Oaks Park | <input type="radio"/> Sunken Gardens Golf Course | <input type="radio"/> Peterson Jr. High School |
| <input type="radio"/> Fairwood Park/School | <input type="radio"/> Sunnyvale Golf Course | <input type="radio"/> Vienta |
| <input type="radio"/> Lakewood Park/School | <input type="radio"/> Sunnyvale Middle School | <input type="radio"/> Community Ctr./Orchard Heritage Park |
| <input type="radio"/> Las Palmas Park | <input type="radio"/> Vargas School | |

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

17. Do you live within the City limits of the City of Sunnyvale?

- ☐ No ☐ Yes

18. Are you currently employed?

- ☐ No → Go to question #19
☐ Yes → Go to question #18a

18a. What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?

- ☐ Motorized vehicle (e.g. car, truck, van, motorcycle etc...)
☐ Bus, Rail, Subway, or other public transportation
☐ Walk
☐ Work at home
☐ Other

18b. If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people (adults or children) usually ride with you to or from work?

- ☐ No ☐ Yes

19. How many years have you lived in Sunnyvale?

- ☐ Less than 2 years ☐ 11-20 years
☐ 2-5 years ☐ More than 20 years
☐ 6-10 years

20. Which best describes the building you live in?

- ☐ One family house detached from any other houses
☐ House attached to one or more houses (e.g., a duplex or townhome)
☐ Building with two or more apartments or condominiums
☐ Mobile home
☐ Other

21. Is this house, apartment, or mobile home...

- ☐ Rented for cash or occupied without cash payment?
☐ Owned by you or someone in this house with a mortgage or free and clear?

22. Do any children 12 or under live in your household?

- ☐ No ☐ Yes

23. Do any teenagers aged between 13 and 17 live in your household?

- ☐ No ☐ Yes

24. Are you or any other members of your household aged 65 or older?

- ☐ No ☐ Yes

25. Does any member of your household have a physical handicap or is anyone disabled?

- ☐ No ☐ Yes

26. What is the highest degree or level of school you have completed? (mark one box)

- ☐ 12th Grade or less, no diploma
☐ High school diploma
☐ Some college, no degree
☐ Associate's degree (e.g. AA, AS)
☐ Bachelor's degree (e.g. BA, AB, BS)
☐ Graduate degree or professional degree

27. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- ☐ Less than \$24,999
☐ \$25,000 to \$49,999
☐ \$50,000 to \$99,999
☐ \$100,000 or more

28. Are you Spanish/Hispanic/Latino?

- ☐ No ☐ Yes

29. What is your race? (Mark one or more races to indicate what race you consider yourself to be)

- ☐ American Indian or Alaskan native
☐ Asian or Pacific Islander
☐ Black, African American
☐ White/Caucasian
☐ Other

30. In which category is your age?

- ☐ 18-24 years ☐ 55-64 years
☐ 25-34 years ☐ 65-74 years
☐ 35-44 years ☐ 75 years or older
☐ 45-54 years

31. What is your sex?

- ☐ Female ☐ Male

32. Are you registered to vote in your jurisdiction?

- ☐ No ☐ Yes ☐ Don't know

33. Did you vote in the last election?

- ☐ No ☐ Yes ☐ Don't know

34. Are you likely to vote in the next election?

- ☐ No ☐ Yes ☐ Don't know

**Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:
National Research Center, Inc., 3005 30th St., Boulder, CO 80301**